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OECD urges action
on Third World drug
epidemic, Page 2

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World news Business summary

Philippine army alert as truce expires

Troops in the Philippines were on a 60-day truce with communist rebels expired, but the Government pledged continued efforts for peace.

President Corazon Aquino's administration plans to approach the communist rank-and-file to seek regional peace agreements, said the Government's chief ceasefire negotiator, Teofisto Guingona.

Both sides in the 18-year-old conflict were reported to be ready for war, but there were no immediate reports of post-ceasefire incidents. Page 2

S. Korean protests

South Korean police said they were questioning 740 people arrested during nationwide demonstrations at the weekend but dissidents were freed from house arrest and 120,000 police taken off alert.

Dissident freed

Dissident historian Yevgeny Antipov has been released from detention, taking the total of Soviet political dissenters freed in the last week to 43, physicist Andrei Sakharov said in Moscow.

Pakistan bomb blast

Three people were killed and 26 injured when a bomb exploded in a crowded bazaar in the north-west Pakistani city of Peshawar, where Afghan rebel groups fighting the Kabul government are based.

Afghans advance

Afghan rebels reported that a 2,500-strong government and Soviet force with 300 vehicles, including tanks, had advanced towards the Pakistani border near the western city of Kandahar, in an apparent attempt to crush rebel bases.

Tamil rebels flee villages

Tamil rebels fleeing from advancing government troops in Sri Lanka killed 28 people when they stormed the village of Aranthalawu, 125 miles east of Colombo.

Chad forces boosted

France reinforced its troops and equipment in Chad as concern grew about a Libyan military build-up in the north. Page 2

\$1.5m ransom paid

The family of Basque industrialist Jaime Caballero paid a \$1.5m ransom for his release after a two-month abduction by guerrillas, Spanish newspapers reported.

Sino-Soviet talks

A Chinese delegation headed by Vice Foreign Minister Qian Qichen arrived in Moscow for talks starting today on China's border dispute with the Soviet Union. Page 2

Deserter surfaces

A man claiming to be an Iranian army deserter sought refuge in Israel after swimming into the Red Sea port of Eilat from the port of Aqaba, in Jordan, three miles away.

Hashish haul

Jordanian anti-drugs agents seized more than a tonne of hashish with a street value of \$1m when inspecting a container from an East German ship which docked at Aqaba.

Spanish clashes

Leftist demonstrators calling for the repeal of Spain's anti-terrorist law clashed with police in Barcelona. Students and workers will join forces this week to protest against the Government's policies, student leaders said.

Space marathon bid

Two Soviet cosmonauts on board a Soyuz TM-2 spacecraft docked with the orbiting station Mir and prepared for what is expected to be the longest stay in space, breaking the endurance record of 237 days. Page 2

BA sell-off eliminates large UK investors

BY PATRICK COCKBURN IN MOSCOW

THE SOVIET UNION has published a draft law on Soviet enterprises which will transform the way in which they are run by giving management greater rights and responsibilities.

The main theme of the law is to make each enterprise responsible for its profit or loss and to limit central planning to overall strategic decisions.

The draft law, published in all the Soviet press at the weekend for discussion, is the centrepiece of the plans of Mr Mikhail Gorbachev, the Soviet leader, to modernise the Soviet economy.

It also contains provisions to introduce democracy into Soviet factories and enterprises which have hitherto been run on very autocratic lines. The managing director would have to stand for election by the workforce every five years and other managers and foremen every two or three years.

The conversion of all Soviet industry to the new law will take until 1990 but seven ministries and 36 enterprises started to operate on the new management principles from the beginning of this year.

Mr Stepan Sitaryan, deputy head of the state planning committee (Gosplan), recently said: "In a nutshell, the new system will replace administrative orders by performance based management."

Ministries will not be able to use the profits of one enterprise to make up the losses of another.

The draft law, to be promulgated this year, is based on an experiment carried out at two enterprises last year - the Togliatti

car factory and the Suny engineering plant - which severely limits the role of central control over inputs and outputs.

Profits will be strictly divided between the enterprise, its sector of the economy and the state.

Wages will also be linked to productivity by a fixed ratio of a 0.4 per cent increase in pay for every 1 per cent rise in productivity, according to Dr Leonid Abalkin, head of the Institute of Economics in Moscow and one of the most influential proponents of economic reform.

He also said that apart from key raw materials and foodstuffs, Soviet enterprises would have significantly greater freedom in future to determine their own prices through contract negotiations.

At present, all prices are centrally fixed and inputs and outputs determined by the yearly plan targets.

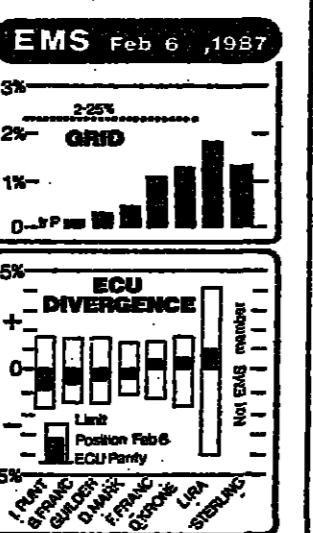
Mr Mikhail Chechik, managing director of Dalsenergo, an enterprise already operating under the new principles which manufactures gas turbines in

Khabarovsk in the Soviet Far East, said in an interview last week that his company's gross income had been 40 per cent more than planned, allowing large productivity bonuses. He said average wages at the plant were 450 roubles (\$684) a month compared with 320 roubles on the plan.

Although some of the foremen in the plant had been elected, the introduction of democracy into Soviet industry appears to be partly motivated by Moscow's wish to break the grip of ossified middle and senior management.

Italians sweep aside 50-year curb on new merchant banks

BY ALAN FRIEDMAN IN ROME



THE ITALIAN Government, in a move which could have far-reaching implications for the future of the country's financial system, has approved a preliminary set of rules designed to spur the growth of merchant banks.

The Government action is likely to lead to the formation of many new merchant banking concerns in the short term.

The Rome decision, which will allow commercial banks to set up merchant banking subsidiaries and take equity stakes in companies, brings to an end more than 50 years of tight restrictions on commercial banking activities in Italy.

The Bank of Italy has traditionally been cautious about allowing commercial banks to acquire shareholdings in industry because of the memory of the financial chaos of the 1930s when the country's banks were threatened by their holdings

in numerous bankrupt industrial concerns.

The merchant banking reform signalled by the weekend decision comes after nearly five years of debate and uncertainty in Parliament.

The Government's inter-ministerial cabinet committee on credit has now defined the terms under which the Bank of Italy may allow the creation of new merchant banking concerns.

The move - which will also enable Italian banks to be in a better position to head off competition from foreign banks in future - marks an important turning point for Italy's commercial banks, which in recent years have become increasingly impatient as non-banks have set up and performed merchant banking activities.

The Rome Government's decision gives the central bank the immediate right to authorise commercial banks to set up merchant banking

subsidiaries which may acquire equity on a temporary basis, provide corporate finance advice, organise fund raising operations and engage in other activities.

The Bank of Italy still has to decide on the criteria concerning minimal capital requirements, the limits of shareholdings which the merchant banks may acquire and other regulatory matters.

The new government move on merchant banking will speed up the process by which Mediobanca, the Milan merchant bank, has been losing its predominant role as the supreme arbiter of corporate finance in Italy.

It was also announced at the weekend that Mr Antonio Maccagnani, the secretary to President Francesco Cossiga, is to be appointed chairman of Mediobanca. The bank is presently under the effective control of Mr Enrico Cuccia, a 78-year-old board member.

Bank of England urges stronger UK banking bill

BY DAVID LASCELLES, BANKING EDITOR, IN LONDON

THE BANK OF ENGLAND AND UK bankers are urging the Government to seek much stronger powers in the banking bill which would enable it to veto acquisitions of large stakes in British banks on a wide range of grounds, including the national interest.

This follows their disappointment last week with an amendment proposed by the Treasury which would require anyone buying a stake of more than 5 per cent in a UK bank to notify the Bank of England. The amendment was intended by Mr Ian Stewart, the Economic Secretary, as a response to the City of London's fears of unwelcome predators stalking British banks. However, it gives the Bank no new powers to halt undesirable acquisitions of shares.

Under the bill as presently drafted, the Bank would only be able to block a stake at 15 per cent, the level

at which the Royal Bank of Scotland by the Hongkong and Shanghai Bank on national interest grounds.

Many senior UK bankers support the inclusion of such power in the bill. One merchant banking executive described the Treasury's amendment as "simply not enough."

There are two principal reasons why the Bank of England is the minds of bankers and the Bank of England.

One is that UK banks are increasingly vulnerable to attack by corporate raiders whose sole aim is to make a quick profit on their stakes. There have been several instances of that with merchant banks recently.

The other is that major UK banks could be bid for by foreign institutions who might meet the "fit and proper" test but would not necessarily be desirable as UK bank-owners for reasons of nationality or type.

EEC to raise copier duty to 20%

BY WILLIAM DAWKINS IN BRUSSELS

THE EUROPEAN COMMUNITY's anti-dumping duties on Japanese photocopiers are expected to be increased substantially before the end of this month.

Maximum duties on plain paper copiers will probably be raised from the present level of 15.8 per cent to a new limit of 20 per cent.

The move, which follows the imposition of provisional levies last August, will hit 12 of Japan's top photocopier makers, including Sharp, Ricoh, Toshiba and Canon. It is bound to add heat to already strained trade relations between Tokyo and Brussels.

Japanese industrialists have been angered in recent weeks by the emergence of a draft proposal, currently being debated within the European Commission, to extend anti-dumping levies in general to

cover imports of components for dumped products which are also dumped in the EEC.

The Commission is also investigating dumping allegations against microwave oven and computer printer manufacturers.

Last year's provisional photocopying duties are due to expire on February 26. The Council of Ministers must decide before then if they are to be scrapped - which is rare - or made definitive.

The proposed increases are the result of new evidence collected by Commission investigators over the past six months.

Provisional duties mean that the offending companies only have to give bank guarantees for anti-dumping levies. But once they are made definitive, duties are charged in cash at EEC frontiers and the

guarantees must be paid. Unless challenged within 12 months, definitive duties last for five years.

The proposed increases have been agreed by the Commission and are now being debated by officials from the 12 member states. It is understood to be progressing smoothly in time for agreement by the Council of Ministers before the deadline.

Not all the companies involved would pay the full 20 per cent penalty because the Commission draws up its calculations differently for imports made to EEC manufacturers which then sell what are essentially Japanese products under their own name.

The proposals envisage a 12.6 per cent duty for Mita Industrial - sold in the EEC under the Gestetner label - and 10.1 per cent for Toshiba.

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OVERSEAS NEWS

France redeploy troops to check Libyans in Chad

FRANCE has reinforced its military force in Chad, moving troops and equipment towards the strategic "red-line" dividing the country as concern grows over a Libyan troop build-up in the north, according to military officials, Reuter reports from Paris.

A Defence Ministry spokesman said France was concerned at signs of a growing Libyan troop presence and was setting up new bases with anti-aircraft systems in the central African country from 1,400 men to 2,000.

But defence sources said at the weekend the redeployment to Biltine and Abeche would require hundreds of additional troops and material if France was to maintain its strong presence in the capital of Ndjamena and at its key central west base of Moussoro.

Most of France's troops in Chad are rotated from French bases in neighbouring Central African Republic and other African bases, and their number can be quickly increased, the military spokesman added.

Abeche and Biltine have landing strips and could be used to support Chadian government troops fighting Libyan and rebel guerrillas in

Philippine soldiers on alert as ceasefire ends

PHILIPPINE TROOPS were reported on a war footing yesterday as a 60-day truce with Communist rebels expired, but the Government pledged continued efforts for peace, Reuters reports from Manila.

"The Government will keep the door to peace open, but it will not cede to unwarranted demands," the Government's chief ceasefire negotiator, Mr Teofisto Guingona, said.

President Corazon Aquino's Administration planned to approach the Communist rank and file to seek regional peace agreements, he said.

Both sides in the 18-year-old conflict were reported to be ready for war, but there were no immediate reports of post-ceasefire incidents.

A military spokesman said regional commanders had been told to be careful, with no orders to launch a major offensive against the rebels.

Chilean agent reveals role in US bombing

By MARY HELEN SPOONER in SANTIAGO

THE confessions of a former Chilean security agent implicated in the 1976 assassination of a prominent Chilean exile in Washington has discredited General Augusto Pinochet's Government.

Retired army captain Armando Fernandez, a former agent of Chile's secret police DINA, told US investigators that he was assigned to tail former Chilean ambassador and foreign minister Mr Orlando Letelier, prior to the exile's murder. Mr Letelier and an American colleague, were killed when a bomb attached to his car exploded in a Washington street.

The bombing was one of the most serious acts of terrorism on US soil in recent years. US investigators indicted the DINA director, Col. Manuel Contreras, Captain Fernandez and another DINA agent in the crime. Chile's Supreme Court

turned down a US extradition request for the three officers in 1979.

Captain Fernandez has negotiated a reduced sentence and a new identity in exchange for his testimony in a statement to a US district court, he said he had wanted to tell the full story of his involvement in order to clear his name and conscience, but said he was ordered by Col. Contreras to make false statements to Chile's Supreme Court.

Captain Fernandez also said he twice attempted to resign from the Chilean army and each time his request was turned down by General Pinochet.

On January 21 he presented a letter of resignation to the army's vice commander and left the country against the wishes of his former superiors - possibly with the aid of US intelligence officials.

China and Soviet Union open talks on border dispute today

By PATRICK COCKBURN, RECENTLY IN KHABAROVSK

CHINA AND the Soviet Union are due to start negotiations in Moscow today to resolve their border dispute, which has led to armed clashes in the past 20 years.

Mr Igor Rogachev, Soviet Deputy Foreign Minister, who leads his country's negotiating team, reached agreement in Peking last October to resume discussions after a break of seven years. This followed an offer by Mr Mikail Gorbachev, the Soviet leader, last year to make concessions to China on the frontier issue.

The areas in dispute are mainly in the Soviet Far East on the 3,000-mile Amur River and its tributary, the Ussuri. It was on one of the larger of the hundreds of disputed islands on the Ussuri, called Damansky Island by the Russians, and Zhenbao by the Chinese, that 31 Soviet soldiers were killed by Chinese troops on March 2, 1969 and subsequent heavy fighting brought Moscow and Peking close to all-out war.

In a speech in the Far Eastern port of Vladivostok last July, Mr Gorbachev called for better relations with China and said specifically the official border "could pass along the main ship channel" of the Amur and the Ussuri rather than along the Chinese side as

Shadow of labour unrest over Bonn talks

By David Marsh in Bonn

WEST GERMANY's ruling centre-right parties this week resume difficult talks on forming a coalition overshadowed by threatened labour unrest, fresh subsidy demands from farmers, and more signs of a weakening economy.

French officials fear that Tripoli may be further spurred into action by the defection to Chadian government ranks of many of its former rebel allies.

"There are troops massed in the north of Chad, this is uncontested and there is a risk of new fighting," Mr Jean-Bernard Raimond, the French Foreign Minister, said in a radio interview.

The northward movement of French troops continues a process started last month with the establishment of a small but important military base just below the 16th parallel at the settlement of Kalat.

France still rejects Chadian demands that it move troops and men north of the "red-line," drawn in 1983 when an earlier French force helped blunt a Libyan and rebel drive south.

But military analysts say Paris is adopting an increasingly advanced stance while trying to avoid a head-on clash with Libya. Tripoli denies having troops in Chad despite the capture of more than 100 Libyans.

In an apparent bid to reduce the influence of the Communist New People's Army (NPA) in the countryside, the Government unveiled a land reform program to distribute 9.7 million hectares (24 million acres) to millions of impoverished farmers.

"It is in the process of achieving land reform, we will pull the rug beneath the feet of the rebels, so be it," the Agrarian Reform Minister, Mr Heherson Alvarez, said.

The rebels said yesterday the truce could not continue because of what they called the Government's lack of faith in pursuing reforms - including the assertion of civilian supremacy over the military.

The expiry of the truce coincided with efforts to end separate dispute, as the Government prepared for talks tomorrow with Moslem guerrilla groups on self-rule for the southern Philippines.

Conservative politicians favourable to farmers, led by Mr Franz Josef Strauss, the Bavarian Prime Minister, have added to the stakes in the coalition discussions by calling for an "accord of the century" to secure markets for agricultural produce, similar to the costly subsidy scheme to support the coal industry until 1995.

Greens coalition threatened by nuclear row

By Our Bonn Correspondent

THE coalition government in the West German State (Land) of Hesse between the opposition Social Democratic Party (SPD) and the radical ecology party, the Greens, looks likely to break up in acrimony as a result of a bitter row over a key nuclear plant using plutonium to make fuel for atomic power stations.

The Greens, in a bid to check West Germany's move towards a so-called "plutonium economy" are pressing with renewed determination to close the Aken nuclear plant controlled by the giant Siemens group after their recent success in the general election. The factory, at Hanau near Frankfurt, comes under the jurisdiction of the state government. At a party rally yesterday the Greens came out firmly against compromises over

Mr Perez de Cuellar, the UN Secretary General and the Contadora group, which has for four years fought in vain a negotiated solution to the region's conflict.

Mr Perez de Cuellar said he had not found "what I would call the political will to resolve the conflict."

This perception appears amply confirmed by the meeting of the pro-US Central American caucus - Costa Rica, Honduras, El Salvador and Guatemala - due to take place in San Jose next week, which is expected to come up with a Washington-inspired "peace offer" unacceptable to Nicaragua's ruling Sandinistas.



Igor Rogachev arrives in Peking

past six weeks of wishing to speed its reapproachment with Peking by its conditional offer to withdraw its troops from Afghanistan, the pull-out of a motorised infantry division from Mongolia and the border talks today.

The Amur and Ussuri were covered with about a yard of ice last week and there were few signs of military activity in the heavily-forested hills north of the Soviet base at Vladivostok.

Nevertheless total Soviet military personnel, including sailors, in the Soviet Far East totals an estimated 700,000.

Local Communist Party officials are optimistic. Mr Alexi Cherny, party leader for 17 years in Khabarovsk province, a vast region of forests and wastelands immediately to the north of the border, said last week he expected a lot from the talks.

The talks are also a sign of a general improvement in Sino-Soviet relations, although Peking says normalisation of relations is still blocked by the Soviet occupation of Afghanistan, support for Vietnam in Kampuchea and Soviet troop concentrations on China's northern border.

Despite these obstacles, Moscow has shown signs over the

EX-CIA EXPERT DEFENDS ZIRCON DISCLOSURES

UK spy-in-sky report 'no threat to security'

By PETER MARSH

THE release of information about Zircon, Britain's proposed intelligence-gathering satellite is unlikely to harm the national security of either Britain or the US, says Dr Ray Cline, a former deputy director of the Central Intelligence Agency.

Dr Cline, chairman of the US Global Strategy Council, a Washington-based advisory group, said he would oppose publication of technical details on Zircon. But he said there was no reason why the public should fail to be informed of the project's existence.

"My impression is that this (Zircon) is a natural development and a sign of the explosion in applications of space technology," said Dr Cline, deputy director at the CIA from 1962-1966. Countries should be more open about intelligence-gathering, he said, and sometimes, should share information with civilian agencies.

He was reacting to the con-

troversy over Zircon, a secret project, details of which appeared last month in the New Statesman, a UK weekly magazine.

It appears that US Government agencies have been closely involved in planning for the satellite, as part of the general co-operation between the US and UK over intelligence gathering.

Mr William Burrows, a professor of journalism at New York University, said he was told about Zircon last November by a highly-placed intelligence source.

"I was told to keep my mouth shut," said Mr Burrows, the author of *Deep Black*, a book on space surveillance and national security.

Other people in intelligence circles in the US said that work by the UK on a satellite for collecting signals data had been the subject of general gossip for about a year. Prior to the New Statesman article, how-

ever, they had been unaware of the project's name.

Professor Paul Bracken, a political scientist at Yale University, said he had viewed the rumours about a UK satellite as "less than earth shattering." He had assumed the UK, which currently obtains intelligence information from US satellites, would want its own signals vehicle to reduce dependence on the US.

He said the US intelligence

community may have become less willing in recent years to share information with Britain, as a result of the highly

national security secrets from the UK had leaked to the Soviet Union.

It appears Zircon would supplement a series of about six US space vehicles which hover over Asia in the geostationary orbit 22,000 miles above the equator.

The job of the vehicles,

called Rhyolite, Chalet or

Magnesium, is to eavesdrop on telecommunications signals from foreign governments, predominantly the Soviet Union.

The signals intelligence satellites are in addition to other military spy vehicles which take photographs or infra-red images of sensitive parts of the earth's surface.

The US signals-gathering satellites use large aerials several tens of feet in diameter, supplemented by advanced signal processing equipment. Information from the space craft is fed by other satellite links to the headquarters of the US National Security Agency near Washington and also, under a series of agreements between the US and UK, to Britain's Government Communications Headquarters in Cheltenham.

Intelligence experts say the Soviet Union does not deploy geostationary signals-gathering satellites but instead relies on satellites which travel round the earth only a few hundred miles

high. These satellites, unlike the geostationary vehicles which can operate for several years, last only a few months sometimes weeks before failing as a result of the frictional effect of the earth's atmosphere.

In the US, government agencies rarely discuss signals gathering spacecraft. But the satellites are written about widely, only rarely with hints of government retribution.

Major General George Keegan, head of intelligence for the US Air Force between 1970 and 1977, disputed the view that disclosures about Zircon were harmless. He said the publicity was deplorable.

Mr John Pike, associate administrator for space policy at the Washington-based Federation of American Scientists, said the Soviet Union may already have known about Zircon as a result of disclosures by British spies.

John Lloyd on the Zircon affair, Page 16

Craxi takes newspaper to court

By John Wyles in Rome

MR Bettino Craxi, the Italian prime minister, has started legal proceedings against the country's second largest newspaper, *La Stampa*, following a report connecting him with a fraud case in Turin.

The Prime Minister's move is unusual because of the relative scarcity of libel actions in Italy. The offending article, published on Saturday, has been seen by some politicians on the left as evidence of an attempt to discredit Mr Craxi and his socialist party ahead of the next elections in June 1988.

As part of its efforts to cut costs and improve productivity, AMC is planning to spend \$250m renovating its car assembly plant of Kenosha in Wisconsin. It is also negotiating a new labour contract on which will hinge plans to build a new Jeep model and assemble a small car at the plant for Chrysler.

New Renault chief turns attention to US

By PAUL BETTS IN CHICAGO

MR RAYMOND LEVY, the new chairman of Renault, took his first hard look at American Motors Corporation (AMC) at the weekend including driving into the books of the troubled Detroit company, which is 46 per cent owned and managed by the French state car group.

So far, Mr Levy has given nothing away about his intentions towards the company, but he chose a particularly symbolic moment to pay his first visit to the US since taking over six weeks ago.

He attended unexpectedly

the weekend presentation at the Chicago Motor Show of Renault's new US-built car, an intermediate range, six-seater saloon called the *Premiere* on which the French company is betting the future of its seven-year \$750m investment in the US. "This car is a make-or-break project for us," a Renault executive said in Chicago.

Boosted by strong sales and cost-cutting measures, AMC losses in 1986 are expected to decline to less than \$100m, compared with \$125m the year before. The company lost money in the first three-quarters of 1986, but Mr Joe Cappy, AMC's chief executive, confirmed that the last quarter would show a profit. Analysts expect this to be \$10m-\$12m.

Mr Cappy said AMC's target was to return to the black in 1988. AMC is hoping to be close to break-even this year which will see the company introduce a new range of French-imported and American-built cars at a new \$675m facility at Bramalea in Canada.

Since Mr Levy was appointed to replace Mr Georges Besse, killed by terrorists last November, there has been regular speculation in Paris that Renault may consider a gradual disengagement from the US.

With our new compact and intermediate cars and our all-purpose sub-compact we will now be able to compete in 60 per cent of the US passenger car market instead of 20 per cent over six weeks ago," said Mr Francois Casting, AMC vice-president for product and quality.

"By 1989 we hope to sell about 200,000 cars a year in market segments involving about 60 cars a year in the US and another 60,000 cars a year in Canada," he added.

However, Renault is launching its French-made *Medallion* (the American version of the Renault 21) and American-built

premiere, to be followed by a sports coupe version, at a time of growing competition in these market sectors in the US.

The decline of the dollar has also caused growing concern to Renault which expects AMC to import from France up to \$600m worth of cars and parts this year, rising to \$1bn next year and \$1.5bn in 1989 when the new range will be in full stream.

At around FF 6, the dollar parity is now at the FF 6.30 figure which Renault considers necessary for a good return on its exports to the US.

As part of its efforts to cut costs and improve productivity, AMC is planning to spend \$250m renovating its car assembly plant of Kenosha in Wisconsin.

It is also negotiating a new labour contract on which will hinge plans to build a new Jeep model and assemble a small car at the plant for Chrysler.

Spanish right picks young leader

By DAVID WHITE IN MADRID

IN JUST over two months, Mr Antonio Hernandez Mancha has come from almost nowhere to be, at the age of 35, leader of Spain's main Conservative opposition party.

When Mr Manual Fraga resigned from the presidency of Alianza Popular in December the young politician from Andalucia was an outsider in the succession stakes. At the weekend, autographing photographs left and right, surrounded by thousands of supporters' stickers, he triumphed the acting leader, Mr Manuel Herrero, by winning 71 per cent of the 2,700 votes at a special party conference.

Mr Fraga, who had avoided taking sides, appeared at the end of the conference to seal the succession with an emotional speech. "Many of my hopes have been confirmed," he said afterwards.

The rise of Mr Hernandez Mancha echoes in several ways that of Mr Felipe Gonzalez when, aged 32, he became leader of the then illegal Socialist party. Like Spain's current Prime Minister, Mr Hernandez Mancha is a southerner, prone to drop the final "n" when he speaks but never lost for words, reputed for all ability to convince more than for his ideas as such, and

young enough not to remind Spaniards of their bitter past.

OVERSEAS NEWS

US angry over Japan mobile phone decision

By IAN RODGER IN TOKYO

THE US has reacted angrily to the decision by the Japanese Ministry of Posts and Telecommunications (MPT) to award cellular radio (mobile telephone) licenses to both consortiums competing for the second franchise in this sector. The Daini Denden consortium, which will use US-made Motorola equipment, had expected to emerge as sole victor in this race for a stake in a \$240m market. But in won only the franchise for Osaka and western Japan, a market half the size of Tokyo and eastern Japan.

The cellular radio decision may provide some guidance for how the MPT is thinking of handling competition for the franchise for Japan's second international telecommunications network, the so-called second KDD.

Cable and Wireless, the UK-owned group, is a major partner in International Digital Communications (IDC), one of the consortiums competing for this franchise.

The US franchise is a late entry to the field and one which will use only Japan-made equipment.

US sources see the decision as a significant setback to their attempts to open Japanese markets to foreign competition, and they expect it to further stiffen the resolve of the Democratic Congress to pass protectionist legislation.

The US Government has worked particularly hard in the context of the so-called Moss talks, to have Japan's regulatory restrictions on foreign telecommunication equipment and services removed. So far, these efforts have borne very little fruit.

The uneven split between the two franchises is probably the result of representations by Toyota Motor, a partner in the Teleway consortium. Toyota was apparently determined that its headquarters city of Nagoya should be in the Teleway territory, although Nagoya would

normally have been included in the western Japan franchise.

The US side recognised Toyota's strong influence in Teleway and had talks with the car-maker emphasising the importance of opening the entire Japanese market to foreign competition, but to no avail.

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Taiwan in move to lift controls on press

By Robert King in Taipei

TAIWAN IS to lift a 10-year ban on the establishment of newspapers and end restrictions on the number of pages a newspaper may contain. Its move will, in effect, de-control the press.

Mr Chang Chingyu, the official Government spokesman, said the Government Information Office was reviewing the law that governs the press.

In 1951, the issuing of licences for new newspapers was limited to 31, and each paper was limited to eight pages. The page limit was raised to 12 in 1974.

The move is part of an accelerating programme of government reform in the past year that has begun to tackle some of Taiwan's most controversial issues.

Late last year the Government announced it was planning to end almost 40 years of martial law. Legislation is already ready.

The government has also tolerated Taiwan's first opposition party, even though a long-standing ban on the formation of parties has not been lifted.

Most recently, President Chiang Ching-kuo, considered the architect of the reforms, said parliamentary reform, meaning greater participation in policy-making by people born in Taiwan, was next in line.

Parliament and the National Assembly are dominated by ageing Nationalists elected 40 years ago on mainland China who cannot be replaced until free elections are held in their constituencies on the mainland.

In liberalising the Press rules, the Government is allowing competition and market forces to decide which publications succeed and which fail. At present the 31 newspapers are more or less guaranteed a market share.

Observers have suggested such competition will force newspapers to improve reporting and expand coverage.

Officers, government officials and opposition figures have attacked the Government announcement.

Mr Yu Kuang-Hwa, the Prime Minister, called for "proper rules which will allow freedom of the Press within the framework of social responsibility."

Supply route to Afghan rebels threatened

By JOHN ELLIOTT, RECENTLY IN PAKISTAN PROVINCE, AFGHANISTAN

SOVIET AND Afghan forces have seized control of the start of an important Mujahideen supply route through the eastern Afghanistan province of Paktia, in their first major offensive against Islamic resistance fighters since the abortive ceasefire called by Moscow and Kabul just over three weeks.

First, the Soviet forces are trying to cut off Mujahideen guerrilla groups deep inside Afghanistan from important sources of supplies at a time of year when entry points to the north are blocked by snow.

Essential supplies of weapons and ammunition from China and elsewhere travel with food and other provisions on this route. The bases, located in shallow valleys, are ringed by hill-top Mujahideen gun positions.

Coming just over two weeks before a new offer is due to be made at United Nations-sponsored talks in Geneva for the withdrawal of Soviet Troops from Afghanistan, the battle is significant for two reasons.

Firstly, the attack has symbolic importance because it was here that the Mujahideen launched a battle on January 15 to demonstrate that they were totally rejecting the ceasefire called to start that morning.

The Mujahideen broke the ceasefire by shelling a hill top at Sanaki about 20 miles from the Pakistan border overlooking the supply route. This had been captured a few days earlier by Soviet forces.

Later, the Soviet and Afghan forces also broke the ceasefire with heavy shelling and air raids. In subsequent battles they resisted Mujahideen attempts to recapture the hill.

Last week, the Soviet and Afghan forces struck back with 10,000 troops and heavy bombing raids, according to Mujahideen sources in Pakistan. At the weekend they are reported to have captured the supply route round the Sanaki hills and also a small but important forward Mujahideen base at Mani Kandou.

Their main target are two bases operated by the Khalis and Hekmatyar factions of the Hezbi Islami, which operate along with other resistance groups from the Pakistan border city of Peshawar.

One of these bases, called Jhawar, was held by Afghan forces for a short period after a 35-day long battle last March.

These are prestige bases for the Mujahideen, containing underground storage areas for armaments as well as mosques and dormitories.

Were these two bases to fall, the Soviet and Afghan forces would have gained control of a key area only a few minutes drive from the Pakistan border.

Leonard Barber adds from Washington: The Reagan Administration is to send more Stinger anti-aircraft missiles to the Afghan rebels this year to put more pressure on the Soviet Union to withdraw its troops. US officials have been impressed by the success of the missiles, first shipped last spring. They are particularly effective against helicopters.

Torture protests in Seoul

By Maggie Ford in Seoul

Some 400 worshippers and priests at Seoul's Anglican cathedral last night held a peaceful protest meeting after mass over the death of a student through torture by

Hong Kong row over elections

By KEVIN HAMBLIN IN HONG KONG

A POLITICAL row has erupted in Hong Kong over the introduction of direct elections, following local Press reports that China might block them.

The Chinese Manufacturers' Association yesterday urged the Government to postpone a political review due this year, warning that the introduction of direct elections before 1990

will affect stability and prosperity. Local newspapers have reported that China does not want direct elections introduced

next year but may be willing to allow some Legislative Council members to be elected in 1990.

The Basic Law, a mini-constitution for the Territory after 1997

— is due to be promulgated by the Chinese National People's Congress in 1990. It is now being drafted, mainly by pro-Peking interests, and the first draft will be published next year.

Britain is said to have recently lobbied Peking for

direct elections in response to increasing local demand, though it had earlier tacitly agreed that there must be "convergence" between political reforms and the basic law.

Two Legislative Councilors, meanwhile, have written to Ji Pengfei, director of China's Hong Kong and Macao Affairs Office reporting to the State Council, asking the mainland to clarify its views on political reforms which are due this year.

BRITAIN'S relations with 13 South Pacific nations, including Australia and New Zealand, are under scrutiny in the region following the US decision last week not to sign the South Pacific nuclear-free zone treaty.

The UK is the only one of the five nuclear powers whose position remains undecided. France has refused to sign, the Soviet Union has already done so and China is expected to sign this week.

Britain is believed to be examining its position carefully, but is expected to follow the US line.

Treaty signatories undertake not to test, dispose, store, use or threaten to use nuclear devices in the South Pacific. The Treaty of Rarotonga, as it is called, has received strong support from Australia and New Zealand, the most powerful of the 13 countries in the South Pacific Forum.

The US decision not to sign has been strongly attacked by Mr Bill Hayden, the Australian Foreign Minister, and by Mr David Lange, Prime Minister of New Zealand, which left the Anzus Treaty with the US last year after barring nuclear-armed or powered ships from its ports.

Other Pacific countries, Fiji and Western Samoa, have also complained at the US action. Fiji warned that the move could have serious implications for the Forum's relations with the US.

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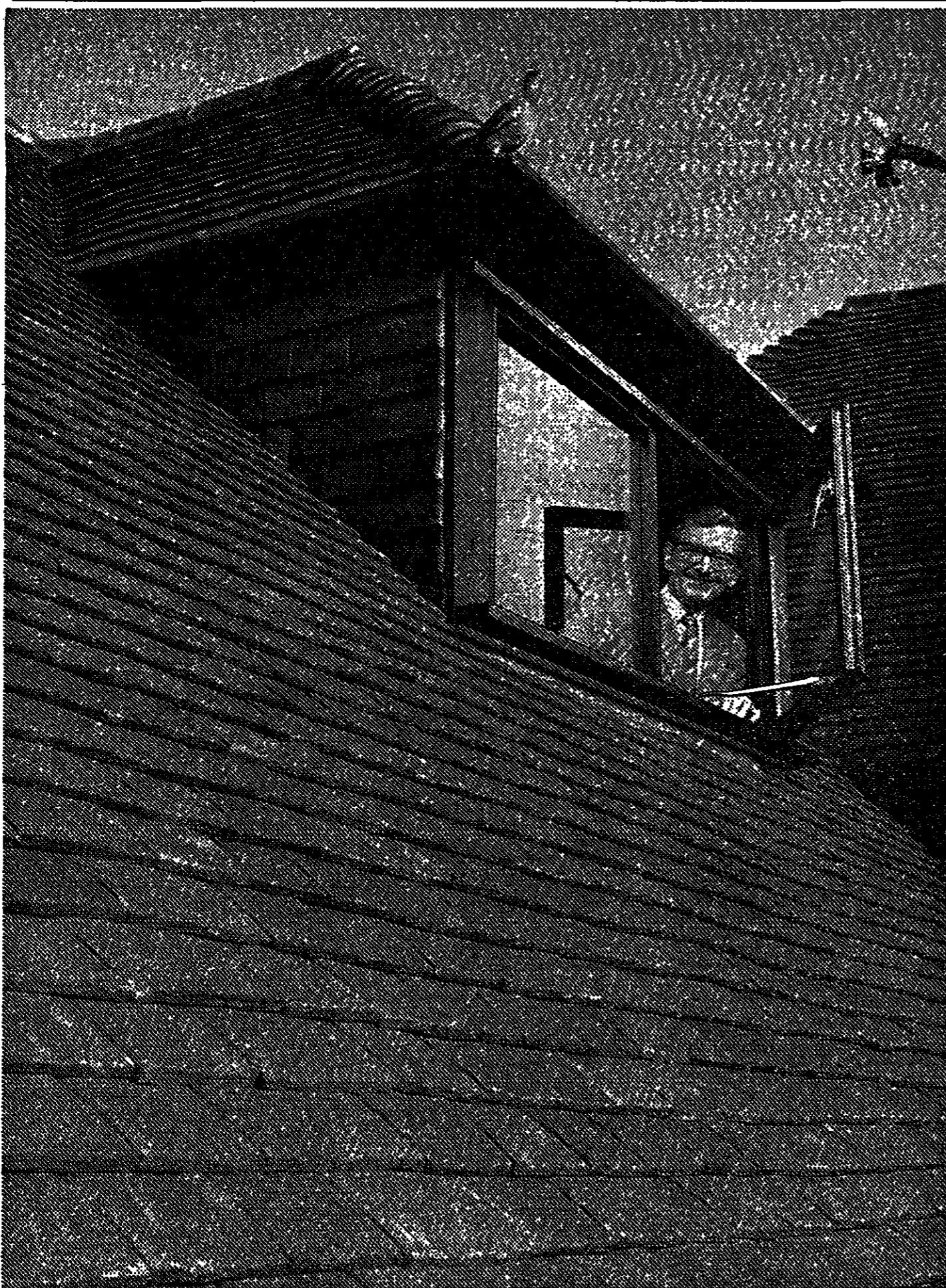
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OVERSEAS NEWS

Fiery Ulster entry to Irish poll campaign

A spate of incendiary devices claimed by an Ulster Protestant group and statements about the Anglo-Irish Agreement have brought the issues of Northern Ireland to prominence for the first time in the campaign for the general election in the Irish Republic on February 17, writes Hugh Carnegy in Dublin.

Until the weekend, the somewhat lacklustre campaign had been dominated by the depressed state of the economy, as Dr Garret Fitzgerald, the Prime Minister and leader of the Fine Gael party, struggled to overturn opinion poll ratings

showing slumping support for him and a big lead for Mr Charles Haughey's Fianna Fail.

A turning point could come on Thursday when Dr Fitzgerald and Mr Haughey meet in a television debate. Mr Desmond O'Malley, leader of the new Progressive Democrats, will be hoping that disillusionment with both will boost his aim of holding the balance of power after the Anglo-Irish Agreement.

Damage estimated at £15m (£355,000) was caused by several small incendiary devices placed in shops in two towns in County Donegal, just across the border from

Northern Ireland, on Saturday night.

The Ulster Freedom Fighters (UFF), an offshoot of the legal Ulster Defence Association, said it had planted the devices as part of its campaign against the Anglo-Irish Agreement.

Just before the UFF bombs went off, Dr Fitzgerald claimed credit for pressing on with the Agreement, which gave the republic a formal say in Northern affairs for the first time, despite the risk of possible hostility from the British Government.

Mr Gerry Collins, the party's foreign affairs spokesman, said Fianna Fail would "honour and respect" the accord as it was an international agreement. But he said it was "a unique opportunity that arose to review what he called the recognition in it of the legitimacy of Britain's presence

Hugh Carnegy on the bewildering choice facing Irish voters

A guide to the political maze

IF THE hostilities of Northern Ireland have made its politics a bewildering mix of religious and national loyalties, any outsider curious about the general election in the Irish Republic a week tomorrow will find the party system there scarcely less confusing.

A first logical step to understand the unusual system might be to translate the names of the parties with Gaelic titles.

This does not enlighten the issue: the biggest party, Fianna Fail, translates as "soldiers of destiny". Fine Gael, its chief rival and senior party in the outgoing coalition with Labour, means "clan of the Gaels". Sinn Fein, the political wing of the Irish Republican Army, means "ourselves alone".

Irish politics do not fit into any conventional European mould of socialist versus conservative. They still owe more to the divisions which rent the country after independence from Britain more than 60 years ago, symbolised by the large number of Irish politicians who have "inherited" their seats from close relatives.

Over the years, Fianna Fail and Fine Gael have evolved some distinguishing ideological features, but these are often contradictory and blurred. A notable feature has been the failure of the Labour Party, a minority member of a number of coalitions, to establish a major Irish socialist movement.

In this election there is a party, established just over a year ago, which is attempting to break the mould. The Progressive Democrats, led by Mr Desmond O'Malley, a former Fianna Fail minister, have

struck a chord by talking of breaking through the old loyalties of the two big parties.

The party espouses so-called New Right economic and liberal social policies. And opinion polls suggest it may achieve its immediate goal of holding the balance of power in the 166-seat parliament. But it is not the first party to try mould-breaking and previous attempts failed to overcome the deepest traditions which govern Irish politics.

The traditions are rooted in the partition of Ireland in 1922. This led to the break-up of the original Sinn Fein Party, which had led the fight for indepen-

ence. Fine Gael and Fianna Fail share a commitment to Irish

If Fine Gael avoids a serious collapse of its vote and the Progressive Democrats do well a political realignment may emerge.

ence, into those who accepted the partition treaty as the best deal available and those who rejected it for falling short of Irish unity.

Several years of bloody civil war followed. The pro-treaty Government was dominated by what became Fine Gael while the Sinn Fein rump eventually split again, in 1926, when Eamon de Valera formed Fianna Fail.

Fianna Fail, now reluctantly accepting the consequences of the treaty, won a sweeping general election victory in 1932 and has been the only party to form a majority government on its own ever since.

It remains the case that Fianna Fail, led since 1979 by

sustained its image as a national movement encompassing all levels of society.

Since he became leader of Fine Gael in 1977, Dr Garret Fitzgerald has concentrated on trying to build it into a position of electoral equality with Fianna Fail. He achieved the party's greatest number of seats — 70 — in the last general election in November 1982.

That total is virtually certain to fall, perhaps dramatically, in this campaign. It also masks the fact that Dr Fitzgerald has never been universally popular in his own party. His concern to reform some of the very conservative features of the overwhelmingly Roman Catholic society, such as last year's failed attempt to introduce divorce, contrasts with a greater general social conservatism in Fianna Fail.

But his liberalism has always been resisted by a significant Fine Gael old guard of the school that supported his predecessor, Mr Liam Cosgrave, when Cosgrave voted against his own Government's move to legalise contraceptives in 1974.

If Fine Gael avoids a serious collapse of its vote in the election and the Progressive Democrats do well it may be that some kind of realignment of Irish politics will emerge: Fine Gael's and the PD's economic stances cast them as potential allies.

At the same time, Labour and Fianna Fail are edging closer together in their wooing of the less well-off and the days of Fine Gael-Labour partnership look to be over.

UK NEWS

Labour ready to fight over income tax cuts

By MICHAEL CASSELL, POLITICAL CORRESPONDENT

MR ROY HATTERSLEY, the Labour Party's economic affairs spokesman, yesterday underlined his party's determination to make the choice between income tax cuts and public spending on job creation and improved public services a major general election issue.

Mr Hattersley, speaking at Labour's local government conference in Leeds, northern England, claimed that Mrs Margaret Thatcher, the Prime Minister, would almost certainly be panicked into calling an election in the next three months. Repeating a firm pledge to reverse any tax cuts announced in the next budget, he said they were the wrong choice and reflected the true extent of "Tory desperation and cynicism".

He said that, faced with a rapidly deteriorating economy, the temptation for the Prime Minister to "cut

and run" in the spring was almost irresistible.

His remarks confirm the growing conviction within the ranks of Labour's leadership that an early election is on the way. Mr Neil Kinnock, the Labour leader, has also said he believes Mrs Thatcher will go to the country by May or June at the latest and is gearing up the party organisation for an early poll.

Mr Hattersley attacked the Government for presiding over what he described as the biggest borrowing boom in British history.

The Government, Mr Hattersley said, had squandered oil revenues and had ravaged manufacturing industry in order to help City of London speculators.

Local authorities would, he said, have not penalised hundreds of councils in order to tailor its grant formula to meet the needs of half a dozen authorities who had indulged in so-called creative accounting. Labour's rate support grant formula, he added, would be based solely on need.

Parties back national schools curriculum

By PETER RIDDELL, POLITICAL EDITOR

A NEW national curriculum in schools was proposed over the weekend by both Mr Kenneth Baker, the Education Secretary, and by Mr Gyles Radice, Labour's education spokesman.

Addressing the annual Young Conservative conference in Scarborough, Mr Baker argued for a national curriculum with a common range of subjects up to the age of 16.

The DESS is intending to spend more than £500m to computerise its operations by the mid-1990s.

ICL, which is supplying the mainframes for the project, is likely to win orders for about half the total amount being spent by the department. So far, the DESS has spent about £40m on ICL equipment and services as part of the project.

The memorandum of understanding signed last week outlines procedures for the supply of further ICL mainframes for the remainder of the project. It is intended to make procurement quicker and more cost-effective and formally recognises ICL's role as the mainframe supplier for the whole project.

Dr John Speckman, DHSS director of operational strategy, welcomed ICL's formal commitments to the long-term success of the department's computerisation.

Mr Radice has, in fact, been discussing such an idea for some time, and he developed it in a speech to Labour's local government conference in Leeds on Saturday.

He proposed a new education council including representatives from the local authorities, teachers' unions and parents' organisations as well as independent experts.

The new council would discuss a national curriculum and the outlines of a new system of assessment and lay down an agreed system of national standards or benchmarks of achievement.

Among other proposals, according to Mr Radice, might be the setting of minimum standards of provision. This might involve joint discussions, perhaps on an annual basis, on what an acceptable minimum level of spending on books, equipment and teachers should be.

The Government's inspectorate should be obliged to publish an annual report on each local education authority using these minimum standards as one of its benchmarks.

Mr Radice also proposed that as part of a charter of parental rights there should be a new education ombudsman linked to a network of education advice centres.

Pre-poll relaxation 'will end in curbs'

By Philip Stephens

THE present relaxation of the Government's economic policy ahead of the general election will have to be followed by a tightening of controls on public spending and borrowing if it is re-elected, a London City of London forecaster says today.

Goldman Sachs, the US securities house, says in its latest economic review that Mr Nigel Lawson, the Chancellor of the Exchequer, is following the time-honoured tradition of easing the economic policy reins in the 18 months before an election.

It expects the Chancellor will find room to announce tax cuts of £25m to £30m in his March 17 budget, alongside a reduction of £75m to £100m in his previously announced borrowing target of £75m for 1987-88.

The review argues, however, that if it were not for the election, Mr Lawson would probably judge this year as the right moment to ratchet the PSBR (Public Sector Borrowing Requirement) down by as much as £25m forgoing any significant tax cuts.

It says: "Given balance of payments and consumer credit dangers, and the very high level of real interest rates, most Treasury economists would probably favour this course. The Chancellor, however, will no doubt be seduced by the opportunity — quite possibly his last — to reduce income tax."

Despite this, the need for a "crunching" reversal of the likely tax cuts has probably been overstated. Goldman Sachs says rising price inflation later this year will provide a natural brake on the economy as it erodes personal income gains.

At the same time, a re-elected Conservative government would probably introduce renewed rules into monetary policy through full membership of the European Monetary System.

Those two factors would still leave a need for some tightening of fiscal policy to hold the PSBR to around £30m to £35m a year after 1987-88. That could be done, however, through cuts in public spending rather than through a sudden reversal of tax cuts.

• This year's PSBR is likely to undershoot its £75m target by £10m, securities house Houze Govett says today.

Contracts and Tenders

ALGERIE - الجزائر

MINISTRY OF TRADE

Entreprise Nationale d'Approvisionnement en Produits Alimentaires

ENAPAL

Notice of International Invitation to Tender No. 09/87

The Entreprise Nationale d'Approvisionnement en Produits Alimentaires (National Food Supply Company) is launching an international invitation to tender for the supply of:

— Frozen beef off-the-bone;

— Frozen beef on-the-bone.

Interested companies may collect the specification against payment of 200 DA (two hundred dinars) from ENAPAL, 29 rue Larbi Ben M'Hidi, Algiers.

Tenders in duplicate together with the statutory documents should be sent to the above-mentioned address in double sealed envelopes, the outer envelope only bearing the following wording: "APPEL A LA CONCURRENCE INTERNATIONALE No. 09/87 — A NE PAS OUVRIR" (INTERNATIONAL INVITATION TO TENDER No. 09/87—DO NOT OPEN).

The final date for submissions of tenders is 24 February, 1987. Tenderers will be committed to their tender for 60 days from the closing date of this invitation which is addressed only to producers and bodies specialising in marketing in accordance with the provisions of Law No. 78-02 of 11 February, 1978, relating to State Monopoly on Foreign Trade.

THE MANX ELECTRICITY AUTHORITY ELECTRICAL TRANSMISSION SYSTEM

The Manx Electricity Authority have submitted planning applications for 22/31 kV transmission substation at St. John's and for two 22 kV overhead lines from the existing 33 kV substation at St. John's to the new substation and their existing diesel power station at St. John's. The new substation will shortly be invited for a territory contract for the design, construction and supply of the substation plant comprising the overhead lines, insulators, towers, poles and associated structures and the commissioning of the overhead lines comprising 22.5 km of wood pole construction, running in the St. John's and Patrick areas. The anticipated date for the completion of the new substation will be February 1988.

Interested organizations considering the possibility of tendering for the new substation should write to the Manx Electricity Authority or, in the first instance, to Embank Preace Limited, 15 Avenue Emile Reuter, Luxembourg.

In association with Aérospatiale, Embank Preace Limited, 15 Avenue Emile Reuter, Luxembourg.

Each Tender Document will cost £125 Sterling and cheques or Banker's draft will be accepted from 01/02/87 until 01/03/87.

The closing date for receipt of Tenders is 10.00 am local time on 04/03/87. Tenders will be rejected if received after 10.00 am local time on 04/03/87 or if the Tender closing date is in the presence of authorized representatives of the tenderer in the Office of the Secretary, Bangladesh Power Development Board, WAPDA Building, Muzigbar Commercial Area, Dhaka, Bangladesh.

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TV fees 'could lose BBC viewers'

By Raymond Snoddy

If subscription payments were to replace the compulsory television licence fee there would be a significant fall in the number of people who would choose to have BBC channels.

This is one of the preliminary findings of research into the feasibility of subscription television commissioned by the Home Office in the wake of the Peacock Report into the future of British broadcasting.

CPS International, the communications consultants carrying out the research, has found that there are wide differences in attitudes to subscription and the BBC.

Market research suggests that the ABC1 social classes on the whole would be prepared to pay monthly subscription fees at least equivalent to the present licence fee of £38 for colour television. The C2D social groups would be much less prepared to pay as much.

The issue is complicated by a group of semi-skilled and skilled workers who probably would be prepared to pay for BBC channels because they are heavy users of television.

CPS is not due to report its findings to the Home Office until April but first indications are that it believes subscription television is both technologically and economically feasible. The methods include the use of "smart cards" or microchips in the television set to record when it is being used.

The main reservations are likely to be the social implications and whether the economic benefits would outweigh the social divisiveness of the subscriptions.

CPS has been looking at three propositions. The first is the scrambling of all Britain's television channels with the proceeds handed over to the BBC - in effect just a different way of collecting the licence fee. In the second all channels would be scrambled but there would be a mixture of subscription and advertising on all four.

The third - and the one that is being most seriously considered - would involve the scrambling of just the two BBC channels and subscription either replacing or supplementing the licence fee.

If significantly fewer people are prepared to pay a voluntary subscription for scrambled BBC channels the danger is that the relative costs would rise for the minority who chose to subscribe. The effect would also be to undermine seriously the economics of commercial television.

The audiences watching ITV would be artificially boosted and because advertisers could reach their desired proportion of the population more quickly they would not need so many advertising slots and the price of airtime could fall.

Mr Douglas Hurd, the Home Secretary, has made it clear that the Government is sympathetic to the principle of subscription but wants to see full CPS report before taking any decision.

Rover likely to secure aid and avoid closures

By PETER RIDDELL, POLITICAL EDITOR

THE ROVER GROUP, the state-owned and truck company, is likely to secure a large part of the £250m-£400m of financial support it is seeking for its Austin Rover volume car subsidiary.

However, any package, expected to be announced at the end of the month, is likely to involve a firm commitment to privatisation before long and possibly also much closer links with Honda of Japan.

This should mean no major plant closures for Austin Rover and no need for any large-scale redundancies in the pre-election period in marginal West Midlands constituencies. But it is recognised in Whitehall that the sale of Leyland Trucks to either Daf Trucks of the Netherlands or Paccar of the US may be accompanied by a major reduction in redundancies.

Senior ministers concede that the breakdown of talks last March with General Motors was a major set-back. This was due to political opposition to the sale of Land Rover.

Final decisions have yet to be taken but the signs from Whitehall and Westminster are that, as expected, Mr Graham Day, the com-

pany's new chairman, will win approval for much of his corporate plan which was submitted at the end of last year.

Mrs Margaret Thatcher, the Prime Minister, and her Policy Unit at Downing Street have been taking a very close interest in the plan. At recent lengthy discussions she has apparently questioned whether the plan will at last lead to profitability after the large-scale public backing of the past decade.

In her interview with the Financial Times last November Mrs Thatcher stressed that the group could not carry on indefinitely alone as a volume car producer without having an arrangement with someone else.

Ministers regard Honda as the only politically feasible collaborator, especially following last year's row over tentative talks with Ford.

Austin Rover and Honda have already agreed jointly to develop a middle-range car, the AR 8. Ministers hope that the Japanese company might take up to a nearly 20 per cent shareholding in the volume car subsidiary, which might be paid for by financing the development and

tooling costs of the car. But there is still no agreement on this point.

The other major uncertainty is about the future of the AR 8 small car project which Mr Day said last week had not been cancelled.

Nevertheless, Tories with close motor industry interests suspect that this car may be dropped in favour of an updating of the Metro, in view of Mrs Thatcher's scepticism about Austin Rover's future as an independent volume producer.

The Government's package is likely to involve a mixture of a write-off of debts on some of the subsidiaries which have been sold, an increase in borrowing limits and a limited direct cash injection.

Tory MPs with motor industry constituencies are now relatively bullish about the outcome from their point of view while ministers will hope to satisfy Conservative members critical of further support for Rover by pointing to the proposals, privatisation plans and the record of Mr Day.

Leyland Trucks; Rover

Sterling, Page 6

Move to appease prison officers

By JIMMY BURNS, LABOUR STAFF

THE HOME Office has written to all members of the prison service in an apparent effort to head off what it fears may be an attempt by some prison officers to undermine its proposals for radical changes in working practices known as Fresh Start.

In a letter delivered today Mr Eric Caines, the director of personnel and finance of the Prison Service, says the Home Office has since December been conducting negotiations on the proposals in "good faith" and expresses "regret" that the National Executive of the

Prison Officers Association has instructed its members not to co-operate with pilot exercises in Fresh Start.

Mr Caines denies allegations made by association leaders that the Home Office is ignoring the current discussions with the unions and seeking to impose the Fresh Start proposals on its target date of April 1 1987.

Publication of the letter follows a strong attack made on the Home Office on Friday by association leaders.

Japanese give single status to electricians

By HELEN HAGUE, LABOUR STAFF

A JAPANESE company which has a long-standing single union agreement with the General, Municipal and Boilermakers' union (GMBU) at a plant in South Wales has opted for granting sole recognition rights to the electricians union, EETPU, for a new plant to be built.

Matsushita Electric has signed a single-union agreement with the EETPU for its new office automation equipment plant in Newport, South Wales.

It is understood that the GMBU, which represents the collective interests of all workers at Matsushita Electric (National Panasonic) in the same area, also put in a bid for a single union deal at the new green field site.

The group's decision to favour the EETPU for sole recognition at Kynaston Matsushita Electric

(UK) further boosts the union's track record of clinching such deals in the high-technology sector. It also represents a snub for the GMBU.

Details of the agreement between the company and the EETPU have not yet been finalised. However, it gives the union sole bargaining rights for the workforce, which will rise to 100 in the present temporary "advance" factory, before moving into a purpose-built unit next year.

The Welsh Office is understood to be giving a grant, believed to be between £1.4m and £1.8m towards the £1m cost of the new unit.

When Matsushita announced it had chosen South Wales as the location for its first office equipment plant outside Japan, it said it planned to seek an industrial relations framework "similar to that already in place at Panasonic."

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UK NEWS

Telephone engineers expected to end strike

By CHARLES LEADBEATER

ROADCHEF, the motorway service area operator, has become the first UK company to introduce an employee share ownership plan (Esop) on the model drawn up by Unity Trust, the trade union financial institution.

Under the scheme, the company has set up a £250,000 trust fund which will allocate free shares to longer-serving staff and will buy back their stock for tax-free sums when they leave or retire.

Union leaders were confident that a proposed settlement expected to be finalised last night would provide the basis for a return to work later this week.

It is understood that the deal, which involves three payments, is worth more than £2 per cent over two years.

The union's pay negotiators returned for a meeting with BT last night, to seek to extend bonus payments to all engineering grades rather than the restricted number BT had proposed. It is understood this was one of the final obstacles standing in the way of an agreement.

It is believed that BT has eased its demand for efficiency measures by modifying some proposals such as extending the length of the normal working day by 45 minutes.

It is likely the deal will allow BT to bring in the main changes to working practices it has proposed which would introduce greater flexibility to engineers' work.

However, the company may have gone some way to meet the union's demand that the 1986 pay award should not be conditional on the implementation of the efficiency measures.

Mr John Golding, the union's general secretary, said the expected settlement would be supported by an overwhelming majority of the union's members.

The commission will be making a presentation of its wares to more than 100 business in Boston, but the visit to New York is more of a reconnaissance and a further trip

Roadchef follows American example over shares plan

By DAVID BRINDELL

share base without weakening overall control.

Mr Tim Ingram Hill, the company's managing director, said: "We wanted to do something in recognition of the effort, commitment and loyalty of the rather longer-serving members of staff. We wanted to give them a cash benefit when they left, but we did not want to create a trading market in private company shares."

To maximise the tax benefit, staff who leave or retire will retain the shares for five years from the date of allocation before they are sold back to the fund at a price assessed annually by an independent auditor.

Roadchef's senior managers went to the US and had discussions with four companies operating Esops. Once the idea was accepted, it was agreed that Unity Trust would arrange £250,000 finance towards the £250,000 necessary to set up a trust.

New towns seek US funds

By PAUL CHEESERIGHT, PROPERTY CORRESPONDENT

THE Commission for the New Towns this week takes its property assets sale drive to the US. Sir Neil Shiels, the chairman, plans to meet businessmen in Boston and New York as part of a campaign to induce them to invest in the English new towns.

Sir Neil's mission is the first by the commission overseas. The US was chosen because of the American capacity for quick decisions.

"Japan is also a good source but could take three years," Sir Neil said.

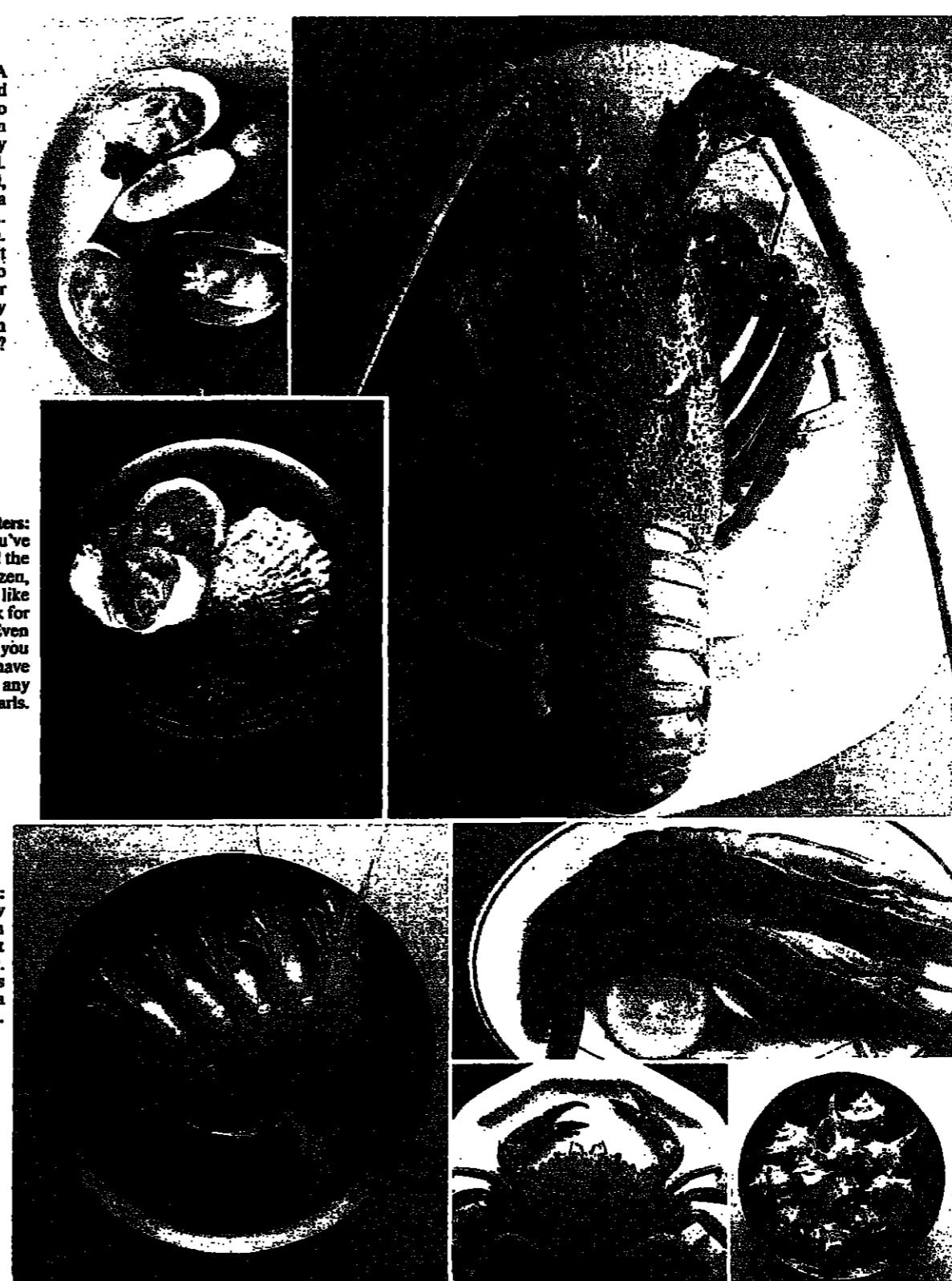
The commission will be making a presentation of its wares to more than 100 business in Boston, but the visit to New York is more of a reconnaissance and a further trip

will be made there later this year by commission officials. The mission is taking place in co-operation with the Department of Trade and Industry.

The commission has a £1m portfolio of property assets for disposal. While sales around London have been going smoothly, they have been more sluggish elsewhere and in some of the more northern towns there is considerable empty factory space.

If the commission can fill some of this space with American companies then this would help to increase the value of the property assets in the towns where sales are slow. Inward investment would act, it is hoped, as a catalyst for growth and higher property demand.

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TANDEM DO

MANAGEMENT

Pirelli UK

A painstaking route to job security

Charles Leadbeater on the result of flexible industrial practices

"TO COMPETE we have to change. To change we have to have the trust of the work force. To win that trust we have to maintain full employment. As soon as people are made redundant that trust goes."

The speaker is not a politician, but Joe Denton, manufacturing director of Pirelli UK, the tyre manufacturer.

In the coming years, the trust of the workforce will be vital to a company which is apparently on the verge of attempting an industrial conjuring trick. Manufacturing companies throughout the country are investing in new technology in order to rationalise production and shed labour, but Pirelli is going in the opposite direction.

In a highly competitive market, the company plans to invest £35m in new technology which will raise labour productivity by about 50 per cent. And far from laying anyone off, the company expects to recruit workers in the next few years.

For those who argue that Britain needs a revitalised manufacturing sector to fill the gap left by oil's falling contribution to the current account, Pirelli's experience offers a possible approach.

But the news for those politicians who urge government investment in manufacturing to produce jobs is not all good. Expansion at Pirelli is not simply the result of investment in new technology to launch new products. It has required painstaking work by both workers and managers over several years to develop a new philosophy of work and production. This fresh approach covers topics from the fine detail of more flexible working practices to the "grand design" of integrating areas like design, sales, finance and production into a coherent whole.

How has Pirelli managed to create the rare virtuous circle of high investment, rising labour productivity and expanding employment?

The arithmetic is simple to explain. The investment will help Pirelli produce a new truck tyre which it hopes will

boost sales. The company is starting from a low base in the truck market: it has just 7 per cent of replacement, and 4 per cent of original sales.

This extra output will maintain employment at its factory at Burton upon Trent, Staffordshire, while some of the car tyres produced in the Midlands will be transferred for production at its other UK plant in Carlisle, where employment is expected to expand.

But the detailed explanation lies in the company's four-year effort to convince the workforce that modernisation and competitiveness are not only compatible with job security but prerequisites for it.

In 1982 the company was haemorrhaging. The management's response to heavy losses was to lay off 700 workers through a voluntary redundancy programme. In the following year costs were cut by £2m more than the £5m target management had set itself.

"The aim of this rationalisation was not to cut for its own sake but part of a positive programme to start making better use of our resources," says Sandro Veronesi, Pirelli's UK managing director.

At the core of this programme was an expansion of employee involvement. The company stepped up its direct communication with employees and Denton gave small groups of workers presentations on performance, profitability and prospects.

This communications initiative was backed up by change on the shop floor. Workers joined groups set up to tackle particular production problems, quality control, the lay-out for the new production lines. The company is continuing to pass responsibility for simple maintenance and quality control back to shopfloor workers. Semi-skilled production operatives have been trained in statistical quality control techniques.

These developments were combined with heavy investment in retraining. The company built its own training centre at a cost of £250,000. All workers spend at least five days a year training. The 100 maintenance engineers at Burton

are about to be sent on a training programme spread over 18 months—run in collaboration with the local technical college.

Taken together the expansion of employee involvement and retraining have allowed Pirelli to introduce wide-ranging changes in working practices and raise productivity. "We now have total mobility among production workers," says Denton.

Maintenance engineers, freed



Sandro Veronesi (left), Martin Wood (right) and Joe Denton, who says: "Our workers deserve to be involved in decisions about their future and about the character of production."

are about to be sent on a training programme spread over 18 months—run in collaboration with the local technical college.

Maintenance engineers, freed

of supervisors to direct them to faults, now have the responsibility to arrange their own working day. "They scour the plant for work rather than waiting to be told to go and find it," says Denton.

The company eventually aims to simplify skilled grades to produce two categories of multi-skilled worker: electrician, instrument controller, and engineer/machinist.

This flexibility over tasks has been combined with some flexibility in working time, and there are small groups of workers who are contracted to attend their machines only when production is in progress. If production is halted for a specific time, they can go home.

These changes introduced between 1982 and 1985 helped move the UK factories up the league table of Pirelli's 117 plants worldwide. In 1981, the Burton factory was 117th in terms of labour productivity. By last year it had climbed to fifth place, with Carlisle at the top.

By minimising downtime, the two factories have risen to first and second place in the annual production league table.

Pirelli UK workers are among the best paid in the company worldwide, but our unit labour costs are among the lowest because of such high productivity," says Veronesi.

A year ago it seemed the plant had reached a productivity ceiling. It was then that senior managers began to explore the possibility of major investment combined with the introduction of Just in Time production.

"Just in Time is not a production technique but a philosophy of work. We tried to introduce it in a factory in

which longer contracts to create an orderly flow of work for the factory. This redirection of sales energy has required the sales department to become much more closely entwined with production.

"To get the sales force to push for these longer contracts, they have had to understand the production side of the business—what our real economic margins are rather than just what discounts they can offer. They also have to be far more aware of the business pressures on customers. So we have had a big sales training programme to make them more generally aware of business pressures," says Martin Wood, director of sales and marketing.

The interconnection between sales and production has now gone one step further. "The factory is now so impressive—the mood of the workforce, the new technology, the streamlined production—that it has become a positive selling point for the company and the tyres. We invite customers to come and see it," says Wood.

Pirelli does not offer a lifetime employment policy along Japanese lines but it does have some of the classic "Japanese" ingredients: security of employment combined with

great labour flexibility within the company.

Denton says: "Our workers deserve at least two things: first, stability of employment, a predictable future, second, our respect. They deserve the responsibility and authority to be involved in decisions about their future, about the character of production."

The transformation in the company is perhaps best summed up by Denton's own presentations to workers. In early 1983 he talked of the measures which had to be taken to survive, with the warning: "Some of you are still destructive."

In 1986 he described the coming of JIT production: "All of us need to develop an attitude of continuous improvement, never forgetting that we are working together for the common good."

Last year's presentation ended with what has become the Pirelli manifesto: "We need a competitive edge. That leads to volume, which is created by giving customers value for money, which amounts to good quality, good service, competitive costs. That comes from efficiency of manufacture, which requires the participation of us all, and creates job security and a future."

WILL 1987 be the year when Britain finally begins to improve its management education? The subject will certainly be fully debated this year, with the publication of two major reports by Professor Charles Handy, formerly of the London Business School, and one by Dr John Constance, former Director General of the British Institute of Management.

Some expect the reports to fuel the debate in the coming general election over what should be done to improve Britain's industrial performance. But what role can the government actually play in the development of the country's managers? Is it not a matter principally for employers and education institutions?

Because training and development of staff have traditionally been seen as the employer's responsibility, the government has sought to extend its own role.

Mike Beck, head of management development policy at the Manpower Services Commission, told a recent conference at Ashridge Management College.

But this does not mean that the Government has no part to play. Speaking in his personal capacity rather than on behalf of the Government or the MSC, Beck suggested that the Government's role could be divided into four categories.

● The Government as leader. The Government, Beck said, "should provide a clear vision of where we want to be and how it is we intend to get there."

It also needs to establish a single focus for management development.

At present, he said, "there is a problem in that there are many interests—the Department of Trade and Industry, for example, which has a role in the establishment of national management qualifications."

With the breakdown of traditional employment patterns, it will become more important for individuals, whether working under short-term or long-term contracts, to be able to demonstrate their capabilities. There are also pressures from other quarters to try and identify a matrix of skills and competencies required by managers to do the full range of managerial jobs," he said.

"This will probably require some development work and investigative studies to ascertain whether it is feasible. Whether it is or not, there will still be pressures to reach, where possible, nationally accepted standards to aid transfer from one job to another," said Beck.

How much should government do?

Michael Skapinker on management training

needs to involve employers and individual representatives of the whole workforce."

● The Government as catalyst. The Government should attempt to identify which investments in management development have resulted in improved economic performance. It should then give appropriate publicity to these.

The Government also has a role to play in research. Beck said: "Although much of the research into management education takes place independently of the Government, a balance has to be struck between waiting for investigations to take their natural place in the market, and identifying those areas which are important from the national point of view to be worked up quickly. Similarly, a case might be made for (government involvement in) certain work which is either very long term in its pay back period, or is high risk in an investment sense."

● The Government as developer of infrastructure and systems. The Open College, due to come on stream later this year and aimed at providing learning materials up to degree level for the adult population, will include management subjects. Another MSC development, Training Access Points, will provide on-line information on what training opportunities are available in specific subjects.

● The government as regulator of standards. Beck suggested that thought be given to the establishment of national management qualifications.

With the breakdown of traditional employment patterns, it will become more important for individuals, whether working under short-term or long-term contracts, to be able to demonstrate their capabilities. There are also pressures from other quarters to try and identify a matrix of skills and competencies required by managers to do the full range of managerial jobs," he said.

"This will probably require some development work and investigative studies to ascertain whether it is feasible. Whether it is or not, there will still be pressures to reach, where possible, nationally accepted standards to aid transfer from one job to another," said Beck.

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THE MONDAY PAGE

When judges are on trial



JUSTINIAN

THESE HAS been, understandably, much sloshing about in public concern about the prison sentences passed by Mr Justice Leonard in the Ealing vagrancy case. If there is any criticism to be made of the judge, it is confined to his apparent inability to persuade the public fed, sensationalistically by the press, that the sentences in their totality were entirely appropriate.

The first point to make, without too much elaboration of the adjustments to be made for the particular case, is that the judge appeared to conform to the guidelines laid down for sentences in rape cases, formulated a year ago by the Lord Chief Justice.

If there be any complaint, it should be directed at the guidelines. But assessing the period of imprisonment for an offender is not a mathematical calculation. Within the range of sentences there is no "right" or "wrong" sentence.

The art of sentencing is not so much the actual punishment, but the manner in which the sentence communicates the reasons for a particular sentence. In short, judges need to be acutely aware that public relations are of great moment in the process. It is on this score that one might fault Mr Justice Leonard, but even in this respect his remarks were probably wrenching out of their context, and even misreported.

Judges are handicapped by the fact that the prosecution is strictly not permitted to play any part in the sentencing process. Its role in the criminal trial ceases at the moment of the defendant's conviction. At this point in the criminal process the trial is no longer adversarial; the judge abandons his Olympian aloofness and engages in a dialogue with the convicted person's counsel whose duty it is to mitigate the offence and persuade the court towards the most "lenient" and not necessarily the appropriate sentence.

The remedy for dealing with inadequate sentences is not the mechanism favoured by the Government in promoting a clause in the Criminal Justice Bill, now wending its way through the parliamentary process. That clause provides that the Court of Appeal, on reference by the Attorney-General, will look at the sentence passed by the trial judge and pronounce on whether or not the principles and guidelines followed by the judge were appropriately applied in the particular case, and issue further

guidelines for the future, if necessary.

If that provision becomes law, and if (for example) the Ealing vagrancy case were to be referred to the appeal court judges, the result would be an idle exercise. The Court of Appeal would endorse what Mr Justice Leonard had done, and the process would have another full day in berating the Court of Appeal to no discernible advantage to anyone.

What is more relevantly needed is a refined sentencing scale at trial. The Crown at trial is not just a prosecutor endeavouring to inflict criminal responsibility. It is the public's representative in the determination of the purpose of the criminal process—namely, to deal appropriately with those convicted of criminal offence.

There is something obvious and un-English about a prosecuting counsel advocating a particular sentence, although in other civilised systems of criminal justice the prosecution actually "moves" the court to pass a particular sentence.

The range of sentences available, the impact of parole on sentences and the availability of accommodation within the prison system and of the alternative non-custodial measures are all matters upon which the prosecution can materially assist the sentencing judge in the difficult task of assessing the appropriate penalty.

Two recent incidents in the trial process already point in the direction of participation by the prosecution.

Until the introduction of the Crown Prosecution Service last October it was impossible to effect a uniform policy of the prosecuting authorities. But now, with a single service throughout the country, it is possible for the Director of Public Prosecutions to lay down a consistent penal policy that would be reflected in every Crown Court in England and Wales. Judges would know what that policy was in relation to criminal cases brought to the courts.

Second, the Drug Trafficking Offences Act 1986 and similar provisions in the Criminal Justice Bill require the prosecutors to initiate and involve themselves in the process of search and seizure of ill-gotten gains and to apply for confiscation of assets after conviction. A similar, limited involvement has existed since 1972 in the process whereby offenders in certain circumstances could be subjected to orders of criminal bankruptcy.

If trial judges were to be put in possession of all relevant matters pertaining to offenders and their offences, there should be few, if any, occasions for the kind of public disquiet exhibited this last week. There would be no need for the proposal to provide an appeal to the Court of Appeal to review "lenient" sentences.

An occasional, judicial aberration could be readily accommodated within a more rational sentencing process at trial, which should satisfy any reasonable public demand for justice alike to the offender, the victim, the immediate community affected by the criminal event and society as a whole.



JOHN LLOYD

Lessons from the Zircon affair

relating to defence expenditure are reported to Parliament.

The Public Accounts Committee has had an agreement with government since 1982 that it will be informed of all major expenditure incurred by the Minister of Defence. That agreement was drawn up in the wake of the discovery that the Polaris modernisation (Chevalier) programme had cost £10m over budget (including over £100m launch costs); or if an escape clause in the 1982 Agreement which appears to offer the Comptroller discretion on reporting very highly classified projects to the PAC was invoked in this case; or if that clause is regarded as valid by PAC members.

The 1982 Agreement was designed to mark a break. All major defence projects, now defined as those expected to cost over £250m, or incurring project development costs of over £10m, must be reported to the PAC. It was this agreement which Mr Duncan Campbell's spy satellite film, which issued as an article in the New Statesman after the film was dropped from the BBC2 Secret Society series, claimed

was breached (before he and his colleagues had seen the film, read the New Statesman article, or done other than receive a briefing from Sir Geoffrey Howe and senior officials) reveals the awesome power of national security.

As Mr Sheldon admits, the Ministry of Defence has been adept at concealing expenditure in the past by fitting parts of some programmes in others, or making it difficult to identify.

The charge that Parliament has not been told of the project when it should have been has not been discredited; and its rehearsal has already made clear that the rules governing the reporting of major project statements are at best nuclear.

The first bad response has been to accept that the rules have been followed on the basis of a speech in the

Commons on January 27 by Mr Sheldon, which no one subjected to examination.

National security is accepted as being complex: questioners are met with massive disapproval, or unmanageable complexities, and do not continue.

Second, the sanctity of the concept has acted like a nerve gas on the opposition. Mr Neil Kinnock's swift agreement with the Prime Minister that national security had been breached (before he and his colleagues had seen the film, read the New Statesman article, or done other than receive a briefing from Sir Geoffrey Howe and senior officials) reveals the awesome power of national security.

Mr Kinnock's action is defended by his colleagues on the grounds, not that he made the best of two bad choices—but that he had no choice. The Leader of Her Majesty's Opposition cannot but agree with the Prime Minister of the day, that support on national security grounds, public and political opinion, would not tolerate otherwise.

Bad response number two. Why should any opposition be so trammeled over these central matters? A greater openness on, and sharper definitions of, national security

could remove the burden of automatic assent from oppositions.

Third, the issue has focused attention on the role and scope of investigative journalism: and it has seen a confirmation, on both left and right, of this type of journalism with left politics. The fact that a left-wing journalist wrote the article and that it should appear in the left-wing New Statesman was, said the Prime Minister, with heavy emphasis, significant. For their part, many on the left suggest that the present government is uniquely secretive, and thus uniquely hostile to investigators, because it is

delight in getting a good story, whatever its political ramifications. But the element is clearly present in this case: Mr Campbell's beliefs incline him more towards certain investigations than others.

Once again, that that should be thought other than wholly natural in a democracy with a pluralist press is astonishing. Exposes and investigations of the Labour Party and the trade unions by journalists and newspapers of the right have been rather more frequent than revelations on defence. Many of these exposés have had substantial elements of truth in them and have performed a public service in being aired. The fact that a bias this way or that should provide the energy for investigation at its inception is not alarming, so long as the investigation is good enough to justify itself to a test of accuracy and fairness in the end.

Three bad responses: three signs that we are a secretive, suspicious people still. The good news is that a spectrum of support has revealed itself for libertarian values, and that the more ridiculous aspects of secrecy have had a harsh light shone on them. John Lloyd is editor of the New Statesman

INTERVIEW

A U-turn in Silicon Valley

Louise Kehoe talks to Charlie Sporck, the champion of US microchip makers

STANDING six foot five, with a handlebar moustache and a shock of unruly grey hair, Charlie Sporck, president of National Semiconductor, looks more like a riverboat gambler than a Californian microchip maker.

Indeed, Sporck is a risk taker, and proud of it. "I like the entrepreneur," he says. In Silicon Valley he ranks as one of the original business builders whose wagon is on its own ability paid off.

Today, with chances of survival among America's merchant chip makers lessened by Japanese competition, Sporck is playing against the odds.

He has set out to turn the tables on the Japanese and is developing an audacious game-plan to create a co-operative manufacturing venture called Sematech, combining American chip makers with suppliers and customers. The billion-dollar cost would be borne by government and industry.

The plan is to create an

advanced production facility that would serve as a development platform for next-generation technology. This would eliminate duplication of research and development spending by US chipmakers.

By drawing in equipment vendors, he hopes to lessen antagonism between the chip makers and their suppliers by establishing standards for new equipment. Major customers, such as US computer makers, would also share their expertise and funds.

A few years ago, such industry-wide co-operation would have been unthinkable, let alone the idea of government intervention to shore up the proudly independent US chipmakers. But a lot has changed in the 28 years since Sporck arrived in Silicon Valley.

At 59, he is one of the valley's senior statesmen, a leader with a reputation as a tough task master, a tight-fisted, table-banging, no-nonsense manager and an aggressive competitor—"Attila the Sporck," as he used to be nicknamed.

Nowadays he is more friendly. Maybe he never was quite as ferocious as the legend has it, and concealed behind the public persona is a man whom all employees find approachable and informal.

Sporck is driven by a belief that his industry plays a critical role. He likens the semiconductor business to the roots of America's industrial tree. "If the roots remain healthy, existing branches will be strengthened and continue to grow, while new branches sprout. If the roots die, the tree will follow."

His career has spanned the beginnings of US semiconductor production, its rapid growth, its decline and now its potential renaissance in the face of Japanese competition.

Sporck laughs as he recalls the early days at Fairchild Semiconductor, Silicon Valley's first commercial chip company, where he and many of today's industry leaders began their careers. "I was hired in New York by two guys who were tanked out of their gourds at 10 in the morning. They interviewed me and hired me over lunch. I was making \$8,000 at the time and they offered me \$12,000, which I thought was unbelievable. I accepted on the spot, went home, sold the house, packed up the kids and drove to California."

"And when I got there they didn't know me from Adam. They had already hired another guy for the same job — that was the nature of the business in those days."

Despite such an inauspicious start, Sporck went on to Fairchild's general manager of Fairchild. "I had the very good fortune of coming into this industry when I was almost the only guy here with any manufacturing skills," he says.

In 1967, he made his big move. He quit the security of Fairchild to take up the reins at National Semiconductor, then a transistor manufacturer with annual sales of \$7m. It was closest to bankruptcy.

"We turned the company around in a weekend. We just structured the company from a cost standpoint to relate it to revenue"—a nice way of saying that he fired half the 600 pro-

duction workers. National was profitable by the end of the first quarter after he arrived.

Although he makes it sound simple, National had some tough times in the early days. According to industry lore, Sporck and his fellow managers spent their weekends hand-packing components.

Ironically, many of the tough tactics later employed by Japanese companies were National's hallmark in the 1970s.

Sporck's description of the company's entry into the digital logic circuits market (taken from The Big Score, the billion-dollar history of Silicon Valley by Michael S. Malone, Doubleday), bears an uncanny resemblance to the Japanese takeover of the world market for dynamic random access memory (DRAM) chips:

"We chose, after linear circuits, to enter digital logic in the 1969-1972 period... and we went into the market with a vengeance. We were just plain heartless on price. We kept driving the price until one by one the other guys started leaving the game... We now had a sizeable market share that gave us an economic scale, so we were no longer at any disadvantage."

Those were the glory days of the US semiconductor industry, the days of what Sporck describes as "violent aggression" between competing manufacturers.

National initially took on the Japanese with the same verve.

"We are at war with Japan, not with guns and ammunition,

PERSONAL FILE

1927 Born in New York, son of the owner of a taxicab business. 1952 Gained bachelor's degree in mechanical engineering, Cornell University.

1952 General Electric, various jobs in manufacturing.

1959 Fairchild Semiconductor, production manager and then general manager.

1967 National Semiconductor, president.

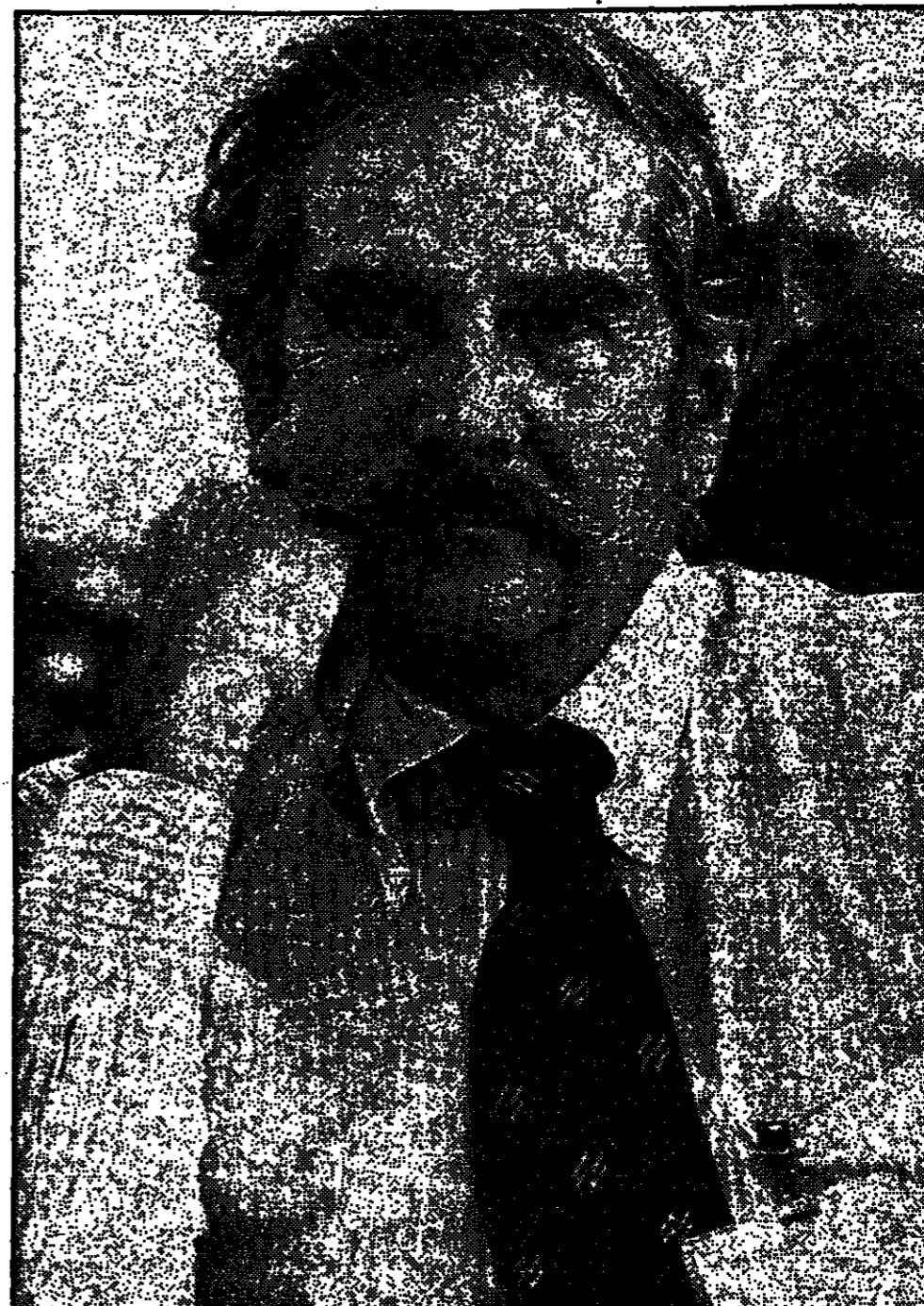
1977 Founding member of Semiconductor Industry Association.

but an economic war with technology, productivity and cost.

He believes that his industry is "very healthy" because it demonstrates the flexibility of the people in this business. We see a challenge and we are coming up with ways to address it, as opposed to being cast in concrete," he says. Leaders of other industries that have fallen prey to foreign competition — steel, automotive, textiles and consumer electronics — were too slow to adapt and innovate.

But how long can the independent chip maker survive? Surely the trend towards co-operation is very healthy because it demonstrates the flexibility of the people in this business. We see a challenge and we are coming up with ways to address it, as opposed to being cast in concrete," he says. Leaders of other industries that have fallen prey to foreign competition — steel, automotive, textiles and consumer electronics — were too slow to adapt and innovate.

He does not blame the Japanese. "If I were in their shoes I would be doing exactly what they are doing, and have done. They are right. They are improving the industrial



strength of their nation, which in turn improves their economic strength and their standard of living."

Co-operation has replaced competition as the by-word for survival in the US semiconductor industry. National, like other US manufacturers, is forming alliances with customers and competitors. The industry is jointly backing research and development projects to counter the impact of "Japan Inc". Sporck's proposals for a combined manufacturing effort could take co-operation even closer to the marketplace.

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30 Electrical and Electronic companies, 2 Freight Forwarding agencies, 7 Printers and Publishers, 3 Paper Mills, 6 Transport companies, 3 Packers, 2 Robotic Engineering companies, 16 Precision Engineering groups, 25 Mechanical Engineering works, 8 Computer companies, 26 Business and Secretarial services... and a man who makes printed circuit boards.



Glenrothes has over thirty years experience of establishing an infrastructure that makes sense for business development.

Over thirty years of providing a sound industrial base for the wider range of companies has resulted in a continual pattern of successful growth for the community—the businesses mentioned

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THE ARTS

Architecture/Colin Amery

Flexible inventiveness replaces concrete dogma

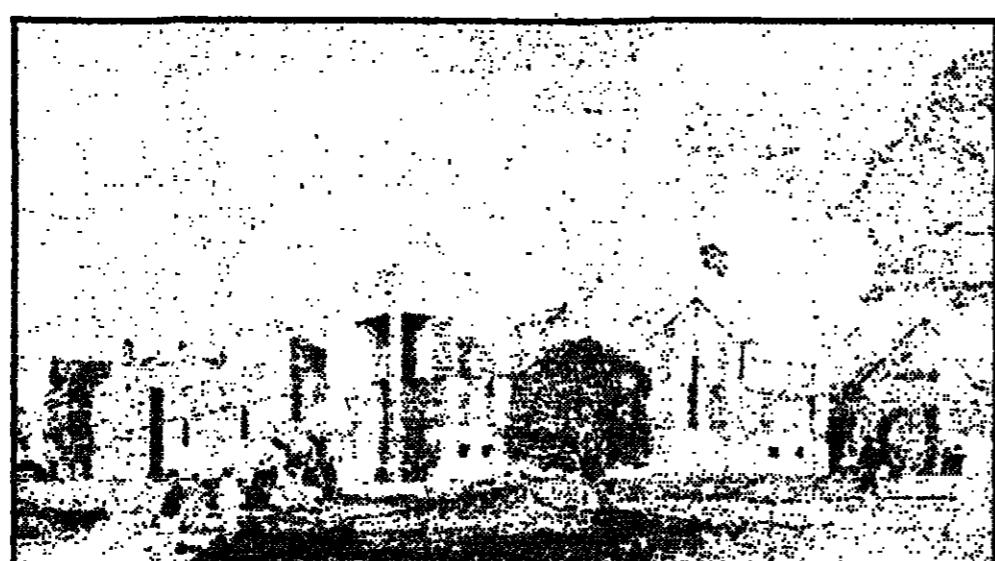
Architects today seem to be developing in a new way. They now have to be "fixers" on a major scale. It is no longer enough simply to design buildings. They have a role in the community as enablers, professionals who help their clients to put together desirable packages that meet social as well as design requirements. The new President of the Royal Institute of British Architects, Mr Rod Hackney, has shown in his own work that it is possible for architects to act as designers, enablers and developers—all at the same time.

Earlier this year a prominent firm of architects, Rock Townsend, gave one of the regular presentations at the RIBA in the Architects and Their Work series. They are very representative of the new architectural culture. Two of their projects deserve attention: the Cleveland Business Centre in Middlesbrough and the planned new use of Tyne-mouth Station.

David Rock and his partners pioneered the idea of shared workspaces in both the Bromley development in Chiswick and in Covent Garden's Dryden Street. Their idea, which now seems like common sense, was put together a lot of small firms and provided for them shared support services. The Dryden Street scheme began in the early 1970s when some 60 small firms converted two warehouses in Covent Garden and ran what was in effect a design community—a mixture of shared and independent facilities—all holding voting shares in the collective in relation to the amount of space they occupied.

All this was organised by the architects and they have now extended their expertise to schemes where they sometimes act also as developers.

The Cleveland Business Centre is to be a 60,000 sq ft



The Cleveland Business Centre, Middlesbrough, represents the new style architectural initiative

business centre in the centre of Middlesbrough. It is hoped that it will for ma model for such business centres in the United Kingdom. Rock Townsend supplied their experience to help to develop the idea of a business and innovation centre that looks like being a success in more than just design terms.

While they design the new building to a very flexible brief, the other main role of the architects has been to find a way of realising the original idea and find ways of making it happen. The mixed nature of the team reflects the complexity of the problem. KMC Thomson McInerney considered the economics and regeneration. Property Market Analysis surveyed the market and Inner City Enterprises (a company wholly owned by 60 major financial institutions) acted as funding consultants.

In providing a willingness to

put their design expertise alongside newer enabling and entrepreneurial attitudes architects like Rock Townsend are offering an extremely important and valuable service. The Middlesbrough Cleveland Business Centre is now launched and looks like being a success in more than just design terms.

At Tynemouth similar approaches are being applied to save a Grade II listed railway station. This station was opened in 1882 by William Bell of the North Eastern Railway Company. It is in the High Victorian Gothic style and has the remarkable feature of 200 yards of arched cast iron canopies over the platforms.

For many years only a small part of the station has been in use, more recently as part of the Tyneside Metro system. The architects were brought in by Community Service Volunteers and with a multi-disciplinary

team have been able to find sources of finance (from organisations like the EEC Social Fund) to develop and repair the station. It is hoped to provide starter workshops and small business premises, under-cover parking, eating facilities and some community facilities for children and adults. By utilising some five year's worth of Manpower Services Commission labour it is hoped to restore the station from one end to the other, at the same time providing intelligent new uses.

As architectural consultants to the town of Ware in Hertfordshire, Rock Townsend have, following a detailed report, master-minded the regeneration of the historic centre. It is successful and the same principles are being applied to Leamington Spa. It is the idea of an architect/designer acting

in more than just design terms.

The importance of the enabling approach to architecture is that it has no stylistic preconceptions and is open to a wide range of ideas. It makes commercial sense too, certainly at a small scale by providing opportunities for the initiation of new ideas for growth, and giving them a base. Flexible inventiveness is the hallmark of this practice—a refreshing change from concrete dogma.

'Decadence' at the Wyndham's

Steven Berkoff's play *Decadence* is to begin a limited season at the Wyndham's Theatre from February 25 with Linda Marlowe joining Berkoff in this two-hander.

'Siegfried Sasso' transfer

Peter Barkworth's one-man show, *Siegfried Sasso: The Story of the Young Soldier Poet*, has opened at the Apollo Theatre for a four-week season after a successful run at the Hampstead Theatre.

Twelfth Night/Sheffield Crucible

Martin Hoyle



William Luce's one-hander about Lillian Hellman seems a strange craft to set afloat in the West End, despite the chance it affords to watch the admirable Frances de la Tour in full flow for two hours—neither of them boring, which says more for performer than for vehicle. "Lillian," a distillation of Hellman's autobiographies, comes to the Fortune after a series of Sunday tasters at the Lyric, Shaftesbury Avenue, last autumn. It drops more names than can be comfortably counted on two hands, delivers some pungent anecdotes, and builds a picture of a woman who had an astonishingly little doubt of her own importance to the theatre, as author of plays including "The Children's Hour" and "The Little Foxes"; to Dashiell Hammett, her friend and husband, who died in the 1950s; through to the preservation of the McCarthyite witch-hunters. Conie Redgrave directs. Shekhar Kapur designs and de la Tour takes the laundress with a performance that is clear, concise and ultimately moving.

CLAUDE ARMITSTEAD

Isolde's Liebestod rings through the darkened theatre. For eight minutes Orsino's face alone is illuminated in the blackness, rapt and intense as the music surges. In "If music be the food of love," he quivers, tormented by a romantic fire, and clasps Valentine, himself a Keatsian figure. Assisted by Martin Duncan, Steven Plimpton has directed a darkling *Twelfth Night*, half in love with easel painting for the Sheffield Crucible.

Much as Wagner's Leitmotifs provide an orchestral subtext, so this production uses the silent appearance of some characters to comment on scenes in which they do not appear. "He's e'en now in some commerce with my lady," they say of Cesario. Oh no, he isn't (to take our cue from the be-draggled paper-chains and small Christmas tree shedding its fairy lights); for my lady, Olivia (Helen Cooper), stands immobile upstairs, a drooping pre-Raphaelite outline, patience on a monument, brooding, oblivious to the below-stairs hanky-panky. Scenes are intercut cinematically, sometimes to striking visual effect, as when Orsino and the disguised Viola, sprawled on the ground, gaze silently at each other, the one puzzled, the other helplessly in love, while Olivia's household indulges in midnight revels up-stage.

The comedy is deliberately kept within bounds, as epitomised by David Ross's Malvolio. Not such a smoothie high-flyer as Cheek by Jowl's Hugh Ross

(any relation?), not half so dangerous, he is a grey-suited, dowdy meritocrat, unimaginative but on the make, who has probably done well out of the present government if Ilyria is British territory. Mr Ross plays him as the late Leonard Rossiter might well have done: slightly nasal, capable of tremblingly repressed frenzy at the promise of Olivia's favour, his jaws rigid in a crocodile's smile, his eyes sardonic when out to charm.

This low-key approach made the mocking of mad Malvolio as unfunny as one fears it will be, despite John Rann's excellent Sir Topas act—a powerful Feste. Unerringly like the eminent TV historian Michael Wood, the ganglingly boyish Aguecheek of Simon Roberts lopes around in red velvet an overgrown Fasnachtroy, the audience's darling, funny and unexaggerated—an RSC track record always shows. William Hope's Orsino is promising, and Francis Middle-ditch made poor Antonio's outbursts of anger and dignified reproach into highlights of the play: a very proper Shakespearean. Janet Dibley's pretty Viola is a convincing boy (though she looks 13) but never even scratches the surface of the part. Her chirpy suburban twang is even more marked in her brother whose frightful cockney whine made this the least moving reconciliation of the twins I have ever seen.

Miss Almeida is still young, and there is all the rest of her

Arts Guide

Music

VIENNA

Austrian Youth Philharmonic Orchestra conducted by Christoph Eschenbach, piano. Mozart. Konzert-Haus Mozart Saal (72 12 11). Clemencic Consort led by René Clemencic. Austrian High Baroque. Musikerhaus Bratislava (Thur.). Vienna Symphonic Orchestra conducted by Heinz Schiff with Clemens Hagen, cello. Mozart, Lisztowski, Beethoven, Konzerthaus (Thur.).

BRUSSELS

Palais des Beaux-Arts: Belgian National Orchestra conducted by Avi Cetrowsky with Miriam Fried, violin. Verdi, Brahms, Dvorák (Wed.). Conservatoire: Julian Bream, guitar. Scarlatti, Bach, Villa Lobos (Mon); Trio Amati, Beethoven, Mendelssohn, Scarlatti (Tue). (511 0427).

NEW YORK

New York Philharmonic (Avery Fisher Hall); Kurt Masur conducting Glenn Dicterow violin, Lorin Muir cello. Siegfried Matthus, Brahms, Schumann (Tue); Krzysztof Penderecki conducting, Paul Neubauer violin, Jan DeGaetano mezzo-soprano, Simon Estes bass-baritone. Penderecki, Shostakovich (Thur.). Lincoln Center (574 2424).

Merkin Hall (Goodman House); Daniel Stepner violin and Seth Carr piano recital on original instruments. Mendelssohn, Beethoven, Schubert, Schumann (Mon); New York Woodwind Quintet with Daniel

February 6-12

kovsky and Hoist, Barbican Hall (Tue).

English Chamber Orchestra conducted by Philip Ledger with Emma Johnson, clarinet and José Luis García Vivaldi. Handel, Mozart and Vivaldi, Barbican Hall (Wed).

PARIS

Paris quartet: Telemann, empcerin, C.P.E. Bach (Mon). Salle Gaveau (4563 2030).

Orchestre Colonne conducted by Pierre Dervaux with Igor and Valery Oistrakh and Colonne Orchestra.

Choir conducted by Jean Sourisseau: Mozart, Beethoven (Mon) in Salle Pleyel (Wed). TMP-Chatellet (4233 2289).

Silvia McNair, soprano. Hanna Schwarz, contralto, London Mozart Players conducted by Jules Glover (Tue). TMP-Chatellet (4233 0000).

Liviu Hefi, piano. Beethoven, Debussy, Liszt, Chopin (Tue). Salle Gaveau (4563 2030).

Orchestre de Paris conducted by Sylvain Cambreling. Christiane Ed-Pierre, soprano: Rossini, Chausson, Dutilleux (Wed, Thur). Salle Pleyel (4561 0630).

Gianandrea, soprano, Harry Dworkin, bass, Lausanne Chamber Orchestra conducted by Lawrence Foster (Thur). TMP-Chatellet (4233 0000).

Jeffrey Grie, piano. Schumann, Faure, Hervé (Thur). Salle Gaveau (4563 0727).

Piero Cappuccilli, baritone. Leon Mager, piano (Mon). Théâtre de l'Athénée (4742 8727).

Ensemble Orchestral de Paris: soloists: Mozart, Mendelssohn (Wed). Auditorium des Halles (4562 8757).

Faust/Coliseum

Max Loppert

The 1985 English National production of Gounod's *Faust*, which returned to the house on Saturday, is one of the most intelligent, vivacious, and genuinely theatrical stagings in the company's repertoire. Before it first came on the scene, there was a *Faust* tradition of fairly long standing that permitted reviewers to wonder aloud whether this opera still merited the attention of serious opera companies. (The answer was usually a grudging affirmative, for Gounod's indestructible melodies are always worth hearing.)

They have initiated the ideas of the workspace with shared facilities as well as the Town Development Trusts with new ways of funding the regeneration of historic towns. It is an exciting thought that this kind of pragmatic and intelligent approach to alternative design solutions is now going to revolutionise the actual institution of the RIBA. David Rock was Rod Hackney's running mate and will be his vice-president. An exhibition of Rock Townsend's work will open at the RIBA in March and provide an opportunity to show the practical results of an approach that is sometimes so diffuse that it is hard to grasp.

The importance of the enabling approach to architecture is that it has no stylistic preconceptions and is open to a wide range of ideas. It makes commercial sense too, certainly at a small scale by providing opportunities for the initiation of new ideas for growth, and giving them a base. Flexible inventiveness is the hallmark of this practice—a refreshing change from concrete dogma.

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After Ian Judge's sparkly new look at the piece, the tradition has been exploded. *Faust* at the Coliseum is first-rate operatic entertainment, alive and lively all the way through, not a creaky old war-horse studded with a few star turns. The good work begins with the edition used. An opera that started life as an *opéra-comique* (ie with spoken and sung passages) has been turned into a full-blooded musical, all the way through to serve on Grand Opera stages.

It has been returned to its proper spoken-and-sung form.

No dreary recitative sum up the pace; there is no lagging between numbers. The setting for Gounod's intimate, carelessly simple melodies is structured to liberate their very best qualities.

Mr Judge has accepted that the *Barber-Carré* dilution of

Goethe cannot be presented to a modern audience at face value. A thread of witty, erudite irony runs through the production, occasionally (as in the soldiers' return and the death of that arch-male-chauvinist, *Valentin*) taking an overt form, mainly glinting in counterpointed comment on the Victorian Values enshrined therein. The production never nudges too hard, because its sympathy for and with the music is sincere, and because it moves with showbiz fleetness of foot.

There have been slight pruning since 1985. The Jewel scene is no longer a Delacroix piece of visual exotica with four bare-chested black men in pearl

earrings and Marguerite in her camisole (a pity, I feel, the original was not just camp).

And because John Tomlinson as Mephistopheles has been succeeded by a performer of completely different build and manner, the whole *Jack Buchanan*-style debonair manipulation of events has had to be reworked. No matter, the main lines of the show are as strong and confident as ever.

A show of this sort needs a conductor who understands a

opéra-comique, especially in a large theatre, must move forward. As in 1985, Jacques Delibes was an excellent Faust conductor. There was rather too much unidy (insufficiently rehearsed) choral singing, and the playing of the opening scenes was unsettled, but Gounod's elegant vocal lines and his touches of Mozartian colour were addressed with chivalrous enthusiasm, and the Big Moments were saved from

the lissome movements required by the producer are not yet completely smooth, and the voice seems to boast wide range (top G to low E) rather than distinctive quality (the Serenade was not Gounod bel canto).

Altogether, however, he finds an interesting new note in the sounds and sense of the show.



Ulrich Cold, Helen Field and Arthur Davies

The Sleeping Beauty/Covent Garden

Clement Crisp

It was good to see a young dancer accepting one of the great challenges of her art with the assurance shown by Maria Almeida on Friday night. She was making her debut as the latest in the long line of Royal Ballet Aurora, and the gifts bestowed by several of the fairies at her christening were clearly to be seen when she came on stage for the princess's betrothal dances. Miss Almeida has an elegant physique, good balances, a quick muscular action in setting out the choreography—bright phrasing, variety of accent—and a generous and unafraid manner in showing herself the centre of the stage activity. She does not shrink from the role, as do some apprentice ballerinas.

The role, though, can be Miss Almeida's: she has, as her Manon showed, the dramatic resource to develop character, and the emotional shape of Beauty, subliminal though it is, will merit just such attention. She should, further, be matched with a stronger Prince than Eric Sansom, who was also making his debut. With a still boyish frame and a very youthful manner, Mr Sansom's Florimund seems hardly ready for

the dramatic crisis which awaits him in the Vision scene.

We are surprised even that he should have a mistress flouncing red velvet and hoity-toity airs. Mr Sansom presents a Prince on his best if somewhat tentative behaviour, with dancing pure in line, and a correct Head of School air.

Some of his partnering looked uncomfortable, but that is a matter cured by the rehearsal studio and the experience of further performance. A first need is for a stronger sense of period style. Florimund is, after all, Peterburg's tribute to the young Sir King.

Conrad Harviss added to her list of debutants this season with a gentle and very sweetly danced Lilac Fairy to set against the high dudgeons of Monica Mason's Carabosse; the general level of the rest of the performance seemed to me to be below what should be expected of the 61st performance of a nation's greatest theatre.

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The Guest Room/Old Red Lion

FINANCIAL TIMES

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Monday February 9 1987

Not so loony town halls

LOCAL government is likely to be one of the main issues in the British general election. Mrs Thatcher's administration has spent much of the last seven years or so trying to reform it, not always with the greatest degree of sensitivity — and Labour's loony town halls are regarded as soft targets by Mr Norman Tebbit's Conservative Central Office.

Yet it is not an issue on which the Labour Party is bound to lose. Not all the Labour town halls are loony any more than all Conservative controlled councils are models of sanity. There are parts of the country, notably some of the northern cities, where Labour authorities have made a decent show of shielding the local population against the worst excesses of urban decay, structural change and unemployment. Some of Labour's best people worked in local government over the last few years and are entitled to claim that they kept the party going when the outlook was otherwise bleak.

Thus Labour held its local government conference in Leeds at the weekend against a not unopposing background with much, though not all, of the shadow cabinet in attendance. It was only a mixed success. The overwhelming impression that emerged was of a potential Labour Government that wants to centralise first, perhaps in order to decentralise later, pitched against local representatives who believe change has already taken place on the ground and now needs to be encouraged from Westminster.

Preserving services

On the face of it, a lot of the discussion was about money. Dr John Cunningham, the Shadow Environment Secretary, told the conference on the first day that under a Labour Administration: "There will be no easy money for government departments — there will be none for local councils." Mr Neil Kinnock, the Party leader, made much the same point when he said: "I cannot and I will not promise a supply of funds on a scale that compares with the level of cuts in support made in seven years of Tory Government."

Only Mr Roy Hattersley, the deputy leader, who spoke at the end and had the advantage of having realised that the conference was not entirely sympathetic.

The ambitions of Mr Craxi

ON Wednesday, Mr Bettino Craxi, the Italian Prime Minister, meets Mrs Thatcher in Downing Street for what is now a routine round of consultations between EEC premiers. Routine, that is, except for the fact that Mr Craxi is quitting his post in April and will not, therefore, be in charge of his government's affairs at the next summit in June.

After three-and-a-half years as premier, a post-war record in Italy, there are many who wonder whether Mr Craxi will try to launch the country into early elections instead of waiting for the end of the legislature's natural life in June next year.

But Mr Craxi is still insisting he will stick by the agreement he made last summer with the Christian Democrat leader, Mr Ciriaco De Mita, and hand over his office, quite probably Mr Giulio Andreotti, who does not lack for experience after five previous spells as premier.

None the less, it rarely pays to take things at face value in Italy. The politicians are already giving much thought to which combination of parties might form the post-election government.

Mr Craxi's Socialists, the very much smaller Social Democrats and, to a lesser extent, the republicans and liberals all dream of breaking away from Christian Democrat domination.

Limited options

Certainly, this is not what it was. The party's share of the vote has gently declined from 48.8 per cent in 1983 to 32.9 per cent in 1983. Whereas once the party could and did claim the premiership by right, internal divisions have so weakened its grip that it has been denied the prize for all but a few months since 1983.

Mr Craxi has been largely responsible for this deprivation. His agreement, under Christian Democrat pressure, to step down a year or less from an election is undoubtedly a case of "reculer pour mieux sauter."

Mr Craxi's task is to translate an impressive period in office, greatly helped by a flowering of Italian entrepreneurship and a division of the oil price, into more votes for his Socialist Party. Although Italy's third

thematic to the leadership, softened it slightly when he said Labour should be proud to campaign on the general record of Labour councils throughout the country. Even he repeated the warnings about "no easy money."

Yet the argument was not primarily about funds at all. It was about centralisation versus decentralisation. The Socialists' attitude for the way it had kept things going during the years of the squeeze, and recognition that it had found ways of preserving services and jobs when the going got rough. The Labour front bench, by contrast, sounded almost Tory in telling councils not to demand too much.

Lowering fares

The Labour Party's consultative paper on local government in England and Wales, which was under discussion at the conference, is on the whole a sensible document. It points out that local government has been unstable for years not just because of Mrs Thatcher's attempts to reform it, but because of previous attempts by the government of Mr Edward Heath in the early 1970s. Nothing has ever been allowed to settle down. Urgent questions, like proper remuneration for councillors, have been left open.

What it lacks, however, is any sense of immediacy. Comments on the document are invited by April 30 — which, according to Mr Hattersley's reckoning — could be about one week before the general election. Thus it begins to look as if Labour has failed to put together in time a policy on which it could do well.

Labour has also failed to acknowledge that some of its councils have not done too badly in adverse circumstances: for example, by increasing fares on public transport by lowering fares. There is in the regions and in parts of London, a new Labour Party trying to break out. It seems a pity that the front bench should be seen trying to stifle it.

As the consultative document says: "The task is not paying for local government, but paying for services for people." That is an understandable approach and some local authorities have managed to deliver. If the election is delayed, Labour in Westminster and Labour in the country will still have a chance to work together.

Dr Penzias is a slight, trimly waif-like figure, could be mistaken for a banker — until he begins to expand on science. His unstructured but wholly compelling delivery is emphasised further by large gesticulations. As well as being a Nobel prizewinner, Dr Penzias is by instinct an entrepreneur, which is perhaps a good thing since it was his area of responsibility but also head of department but also by other department heads. This gives scientists a direct incentive to collaborate across formal boundaries and so gain extra credit.

It is all a far cry from science in Britain, which he calls "an engine with a wonderful head and no body." Britain has been too diligently categorising its brainpower at too early an age — he admits he was bad at exams and too ready to export anyone who didn't quite fit from convicts to scientists, he says.

He claims American science is more productive because of the diversity of people and attitudes his society accommodates.

"It's the inhomogeneity of the pool that makes all the difference."

He after Bell Labs' own top management team, with six different nationalities represented, including a British-born president.

"And it goes all the way

through the company."

Lancashire-born Ian Ross, president of Bell Labs, has been with Bell since leaving Cambridge in 1952. A soft-spoken engineer who still retains his English accent, Dr Ross sees the role of Bell Labs as taking technology all the way to where he can transfer it confidently to the manufacturing company. Traditionally, this has included about 10 per cent spent on "pure research."

Dr Ross is credited with a profound understanding of the subtle relationship between research and development, something not all past Bell Labs presidents have quite grasped, it is said.

There is one fundamental difference between the university and Bell Labs' pure research, he says. The university is pursuing a specific discipline.

Bell Labs is pushing a broad and distinctively commercial mission: networking.

To MEET Nobel laureate Arno Penzias is an exhilarating, if exhausting experience. An astrophysicist who, as a company scientist, shared the 1978 Nobel physics prize with Robert Wilson, a fellow researcher, Dr Penzias is chief scientist responsible for basic research at Bell Laboratories, the world's most famous industrial research centre.

It is from this spring that seven Nobel prizes have gushed — not to mention a torrent of revolutionary inventions, such as the transistor, which Bell scientists demonstrated 40 years ago.

But in the last three years, there has been a serious question mark against Bell Labs' ability to maintain this pace of invention, having suffered the loss of hundreds of staff to the autonomous Bell operating companies as a result of the break-up of American Telephone and Telegraph (AT&T) in 1983.

Many US universities were sure this fragmentation would mean the end of Bell Labs as a national research institution to which they could confidently recommend their students. Others wondered whether Bell Labs could continue to deliver the kind of product development performance needed to keep AT&T ahead in a highly competitive industry.

He also gives money. The brightest young scientists, recruited for perhaps \$40,000, can quickly find themselves earning as much as \$100,000. Only a top professor at a handful of universities could expect this much.

Individual performance is not only being evaluated, not only by a scientist's own head of department but also by other department heads. This gives scientists a direct incentive to collaborate across formal boundaries and so gain extra credit.

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Bell Labs is pushing a broad and distinctively commercial mission: networking.

When the US Government broke up AT&T three years ago, many feared for the future of Bell Labs, its famous research centre. David Fishlock reports

Mission control for the new wave

just one of the many small ways Penzias has discovered for rewarding outstanding scientific performance. He gives presents of books and chocolates. He says he got the idea from the British honours system.

He also gives money. The brightest young scientists, recruited for perhaps \$40,000, can quickly find themselves earning as much as \$100,000. Only a top professor at a handful of universities could expect this much.

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Networking is the "second wave of the information age" following the mainframe computer, already an endangered species, says Dr Ross. It will exploit telecommunications on a much larger scale than is possible today, allow business, industry and consumers to exchange information across vast distances in any form — voice, data or video. Above all, it will "link and utilise the machine intelligence that has become widely distributed in our factories, offices and homes."

For AT&T, the mission is simply to establish a universal telecommunications transport system in which a great diversity of information devices will plug, much as the electricity grid is tapped for its power. He will converse with a scientist in Japan, each speaking his own language. One thing it will need is enormous computing power. Bell Labs' aim is to do for data what earlier Bell scientists did for voice.

Dr Ross was a vocal opponent of fragmentation, but believes that his laboratories have survived its disruption "in a very healthy way," emerging still stronger, he claims. This is despite the fact that 4,000 of the 20,000 staff — including 100 of Dr Penzias's scientists — were hired to help create Bellcore, the 8,000-strong co-operative research centre which serves the seven regional operating companies.

Senior colleagues of Dr Ross have also spent careers with Bell since leaving Cambridge in 1952. A soft-spoken engineer who still retains his English accent, Dr Ross sees the role of Bell Labs as taking technology all the way to where he can transfer it confidently to the manufacturing company. Traditionally, this has included about 10 per cent spent on "pure research."

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Twenty highlights from 50 years of R&D (the laboratories have averaged a patent a day since 1925).

1922	HF 11 and stereophonic sound
1925	Sound motion pictures
1927	Live TV transmission
1929	Artificial larynx
1930	Speech synthesis
1939	Digital computer
1947	Transistor
1954	Solar cell
1955	Laser
1960	Digital telephone switching
1962	Telstar I telecommunications satellite
1964	Touch-tone telephone
1966	UNIX software
1970s	Charge-coupled devices
1976	Molecular beam epitaxy (MBE)
1984	Million-bit memory chip
1985	Kernighan's line programming algorithm
1985	World's fastest circuit
1986	4-megabit lightwave transmission
1987	Trans-Atlantic optical cable

Three Bell scientists shared the 1986 Nobel physics prize.

Dr Ian Ross and some of Bell Lab's inventions over 50 years

the Japanese companies — not from Europe.

Dr Ross has no doubts about the magnitude of the technological challenge posed by the new mission. But asked whether he sees big shifts in direction in the next few years, his reply is "unfortunately, no."

What Bell Labs calls the "killer technologies" which have already changed the face of telecommunications — such as silicon chips and optical transmission — still have too much potential for progress to be likely to succumb to rivals this century, he says.

The breakthrough he believes would be most beneficial to the mission lies in software, and some way of writing it very much faster and more accurately. He puts his faith in a robotic programmer.

Such a concept, if ever achieved, will probably be the brainchild of one of Dr Penzias's protégés. The exodus to Bellcore obliged him to rebuild his research staff. But he says there was never the slightest temptation to offload his poorer performers.

Instead, he transferred to Bellcore five of his research directors — recognised leaders, whose staff followed. The five even gave him an egg timer as a parting gift to commemorate a genuine "two-way exchange."

But in rebuilding research in pursuit of the new mission, Dr Penzias made changes. He

was astonished when his chief scientist gave him the freedom and resources to try to invent a new kind of computer — an optical computer, perhaps 1,000 times faster than anything running today — is Dr Alan Huang.

An improbable tall Chinese-born physicist, Dr Huang says

"I've always wanted to build the world's most powerful computer, since I was ten."

For the last 14 years he has been paying him to think out how it might be done.

Now Dr Penzias has made him head of the new optical computing research department with a brief to invent the optical computer. He has six laboratories and a dozen scientists, and eight more in the laboratories with whom he is collaborating closely.

Dr Huang is confident that if anyone can invent an optical computer, "it has to happen right here in New Jersey." It is not only a matter of the resources and talent he is assembling. Bell Labs has a mission that needs an enormously more powerful computer. Bell also has technologies in-house, of which he believes will be crucial to the optical computer, of which the paramount one is Dr Cho's MBE.

A second article on Bell Laboratories will appear on the Technology Page on Friday.

One scientist who admits he

was astonished when his chief

scientist gave him the freedom

and resources to try to invent

ONE OF the more striking aspects of the pre-election campaign now obsessively hogging the headlines in Britain is the continued saliency of the controversy over defence policy. At first glance, and even at third glance, it looks like a three-cornered argument over nuclear weapons. This may in part be an illusion, a product of political slogans and newspaper headlines; the real fissure may well lie elsewhere, in the deeper strata of images of national identity and national independence. But the common perception is that the argument is about nuclear weapons, because this is what the protagonists say it is.

Unilateral disarmament, and the eviction of all American nuclear weapons from British territory, is the centrepiece of the defence policy grimly adopted by the Labour Party. The cancellation of the American Trident missile system, and its replacement by a more modest European nuclear deterrent, is the centrepiece of the defence policy advocated by Dr David Owen and the SDP-Liberal Alliance.

By an almost inevitable reaction to this double attack, the purchase of Trident has become the centrepiece of Mrs Thatcher's government's defence policy; only 10 days ago, it produced yet another document ("Trident and the Alternatives") rehearsing all the familiar arguments why Trident is the only deterrent worth having, and why any other system, whether ballistic or cruise missiles, or submarines or in aircraft, would be absolutely useless.

These arguments can be easily summarised.

• A land-based cruise missile system would be unsatisfactory, because it is slow-flying and would be vulnerable to increasingly effective Soviet air defence; moreover, its range is so short that the submarines would be forced to patrol in part of the Norwegian Sea and would thus be vulnerable to Soviet detection.

Moreover, since cruise has only one warhead, compared with several for Trident, Britain would need many more of them to get the same striking power — at least 400 at sea at all times, and a total force of 800, and 11 submarines compared with four at present. Result: the cost would be twice that of Trident.

• Air-launched cruise missiles would suffer from analogous disabilities. Once again, the cost would be twice as great as Trident.

The Government has examined the possibility of buying a French submarine-launched ballistic missile, but the M5 — "the only possible missile" — is only now starting to be developed, and therefore could not meet Britain's Polaris replacement timetable. In any case, it might well cost considerably more than Trident.

Foreign Affairs

Thatcher's incredible deterrent

By Ian Davidson

ably more than Trident.

These arguments are tolerably familiar, because the Government has deployed them before on several occasions, but they are also of very variable quality. Moreover, the entire exercise suggests either that the Thatcher government is a good deal less confident of the long-term advisability of its posture than its customary arrogance would allow it to admit, or else is showing symptoms of a dangerously split personality.

The shortness of the range of the current generation of American cruise missiles is certainly a serious weakness: 1,600 nautical miles, compared with 2,500 nautical miles for Polaris and 4,000 for Trident.

The Royal Navy likes to boast that its missile submarines have never yet been located by the Russians; but they are likely to get better at tracking in future, and extra sea room must be a great safety factor.

Much less persuasive is the Government's categorical assumption that any replacement for Polaris must be able to match the striking power of Trident. The Government continues to play a silly game of hide-and-seek over the number of warheads it plans to load on each Trident missile; but it concedes that it could be up to eight, compared with three on a Polaris missile. In other words, each Trident boat could be carrying as many as 128 warheads compared with 48 on a Polaris boat.

At no point has the Government ever argued persuasively that an increase on this scale is justified in terms of Britain's deterrence requirements. It has claimed that this increase will not even match the five-fold increase which has taken place in the Soviet arsenal since 1970, but that is hardly the same thing, and is in any case irrelevant.

Britain is not in the business of keeping up with the big boys

of keeping up with the big boys. The limits of a reasonable ambition should be no more than to muster a credible minimum deterrent.

Of course, there is the problem of the Soviet defensive system around Moscow. But unless the Anti-Ballistic Missile treaty is smashed by President Reagan's fixation with his Star Wars anti-missile programme, the Russians will continue to be limited to 100 interceptor missiles. So to justify a minimum British deterrent force of more than 100 warheads per boat, you

Britain is not in the business of keeping up with the big boys

are being fitted to the French submarine force? This carries six warheads, compared with three for Polaris, and has a significantly longer range according to published French documents. 3,600 nautical miles, compared with 2,500.

The clue to this lacuna, according to a man from the ministry, is that our chaps don't think much of the M4, but don't on any account want to upset the French by making discrediting comments. But is the real reason that the nuclear boys, having wrangled a contract for Trident, with all the most

be mistaken for an American weapon. Since the Trident missiles will be serviced in America, Washington would have ample opportunities to exert pressure. Some experts believe that, without the technical implications of the choice, not to have ordered Trident in 1980 would have been one thing to consider now, but in the uneasy phase in the transatlantic relationship, would feel like a Mod-like brutal vote of no confidence. So they soldier on with a deterrent whose technical capability is in stark contrast to its political incredibility.

This is the sickness of the Special Relationship cult, which derives from the inequality of the relationship. David Owen believes strongly in the need for a continued British nuclear deterrent which would not be Trident. But he places this hardware question in the much broader framework of a stronger political and defence relationship between Britain and its European partners, especially West German partners, not in order to strike a distant between Europe and America (which seems to be the basic motivation of the Labour Party), but to strengthen the European Alliance and the European-American relationship.

This is what he says in his pamphlet: "I passionately believe strengthening the European pillar is the mechanism whereby the US nuclear guarantee will actually be upheld. It is the mechanism whereby we will see a continued United States presence in Europe and a significant one . . .

In fact, it was the shock of the Reykjavik summit, the sudden friction of fear that President Reagan just might believe away all ballistic nuclear missiles, that caused the men from the Defence Ministry to go through the motions of reviewing the alternatives to Trident. But if so, what on earth induced them to reach and publish such feeble conclusions?

I imagine the reason is simple. They are content to rabbit on about the technical differences between various weapon systems, because they will not discuss the political implications of the choice. Not to have ordered Trident in 1980 would have been one thing to consider now, but in the uneasy phase in the transatlantic relationship, would feel like a Mod-like brutal vote of no confidence. So they soldier on with a deterrent whose technical capability is in stark contrast to its political incredibility.

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If as seems ever more likely there will not be 325,000 US troops in Europe in five years' time, we owe it to ourselves as Americans and Europeans to agree the number which the US can sustain for the future, based on US national interests. Then let us plan . . . how we Europeans will meet the shortfall."

Cable systems ban

From the Managing Director, Croydon Cable

Sir.—The damaging effect of the British Telecom dispute, especially on many small businesses, underlines the importance of developing alternative, strike-free business communication systems.

Unfortunately British Telecom currently shares (and dominates) a duopoly with Mercury Communication which effectively prevents independent cable operators from offering voice telephony services until 1990. Thus, even if the present BT dispute were resolved along the lines of the two-year pay settlement reported by your Labour staff, there could still be another national dispute before the abolition of the duopoly.

The Government should reconsider its ban on cable systems offering voice telephony before 1990. An information-led economy needs competitive and alternative systems.

Alan S. M. Robinson,
Royal Oak House,
Brighton Road,
Purley, Surrey.

Nuclear rate of return

From Dr L. Brooks
Sir.—Like Mr Scammon (January 30), Mr Roussopoulos (February 4) wants a high interest rate for computing the capital charges element in nuclear generating costs and a low or negative rate for discounting the costs of eventual decommissioning of the plant.

I will not spend much time on the first: the figure of 5 per cent real is a return to be achieved (as distinct from merely sought) and must allow for all uncertainties and contingencies. It must also be earned in the face of governmental and social pressure to keep the price of the product down. Five per cent above the going inflation rate in such circumstances strikes me as pretty good.

Mr Roussopoulos refers to the task of decommissioning as failing upon "some future social order" who might have forgotten how to do such difficult jobs and suggests we should discourage ourselves from enjoying the benefits of nuclear energy by adopting a negative discount rate for decommissioning costs so as to represent nuclear energy as astronomically expensive. In fact the task arises in about half a century for stations now being commissioned — a period distinctly shorter than the period for which we have enjoyed a public electricity supply. It will fall upon the electricity supply industry and is similar in principle to the responsibility of

British Coal towards old spoil tips (some over 100 years old) and long disused coal mines.

Decommissioning simply calls for the electricity supply industry to manage its financial affairs so as to ensure that resources are available as and when needed — in the same way as a pension fund manager provides for future pensions; and there is no more reason in the decommissioning case than the pension case for agonising about the morality of the task or for adopting outlandish financial conventions. I do not think the "future generations" that Mr Roussopoulos refers to (about one and a half in fact) would expect us to show more concern for their welfare than our own; and it must be that the best legacy we could leave them would be a high level of income per capita — more likely with moderate change than without it.

Dr L. G. Brooks,
16 Ipswich Road,
Bournemouth, Hants

Conflict at Lloyd's

From Mr G. Stevens
Sir.—I read A. H. Hermann's article (February 5) on Lloyd's with great interest.

The conflict of interest he identifies between a name and his agent did not arise with the advent of the limited liability agency, but long before then when names first entered into a financial arrangement with one of their number for the management of their Lloyd's affairs. From that time on, it was likely that the agent's financial interest in the agency contract would outweigh his personal interest as an underwriting member of Lloyd's.

I would submit, however, that the conflict of interest is more imagined than real, provided the name thinks of his agent primarily as a paid professional, on a par with his solicitor or accountant. The agent's livelihood depends ultimately on his being able to provide a satisfactory service to his names, and that is surely how it should be. His membership of Lloyd's is purely incidental, but should be of some comfort to the names, rather than a cause of concern, since it ensures that the agent shares the fortunes of his names on the syndicates in which they both participate.

So far as the agent's remuneration is concerned, the reality is that he is very modestly rewarded, unless his

name make profits, whereupon his reward is increased by reference to the profits enjoyed by the names.

The formation of mutual associations would not obviate the need for paid professional management — compare the shipping mutuals — and the conflicts perceived by Mr Hermann would surely apply equally to such management.

John Redwood,
506 Queen's Quay,
Upper Thames Street, EC4

Mobility of labour

From J. Redwood
Sir.—Samuel Brittan's analysis of the UK boom (February 5) fails to recognise the strong patterns of labour mobility which have been established in recent years.

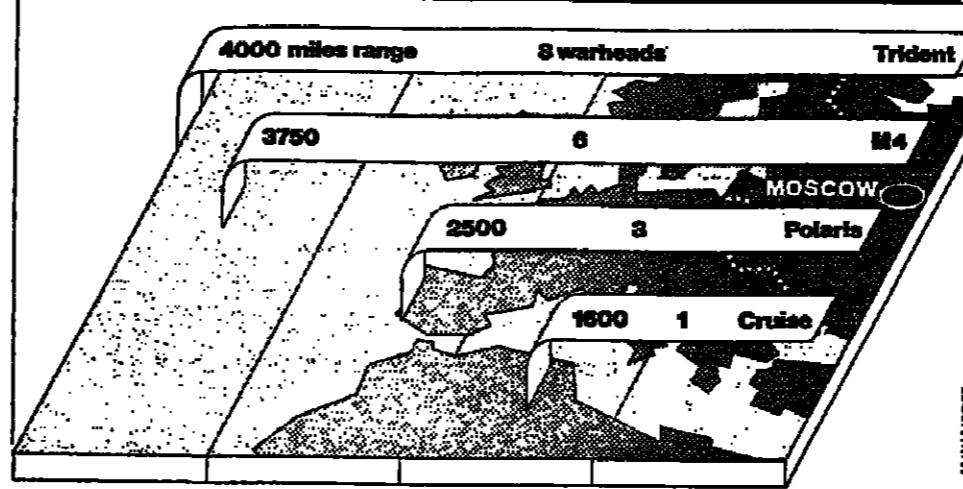
The boom has been characterised by a collapse of our cities — every bit as marked in London as in the north — and a surge of building development and new jobs in more rural and suburban areas, especially in the south-east, south-west and East Anglia, but also in the West Midlands and in parts of Yorkshire and Scotland.

Between 1975 and 1985 the population of London and the surrounding metropolitan counties of England fell by 135,000, of East Anglia by 172,000, of the south-east, excluding Greater London, by 583,000 and the south-west by 244,000. There has been a phenomenal house building boom across the south-east and the results have been that many of the most enterprising and adventurous people have given up hope of a good life in our cities and have moved out. No wonder we have problems of inner-city dereliction and tattiness, with a population movement of this magnitude constantly taking away some of the best people from the cities.

Looking at the figures one is forced to the conclusion that ways have to be found to try to shift yet more active enterprising people out of the cities but ways to rebuild enterprises within the cities themselves. Docklands is the first example of how this can take place and the sooner the lessons are learned more widely the better.

I notice too that Mr Brittan is beginning to waver in his new-found enthusiasm for the EMS.

Western missile ranges



Lombard

Freedom and government

By Samuel Brittan

"GOVERNMENTS TELL lies, means of production, distribution and exchange. But we are dealing with an actual Parliament, which could not last Friday summon up enough votes, not to endorse, but merely to give a hearing to a motion to incorporate the European Convention of Human Rights into British law.

Among the 94 MPs who voted for the "closure" — that is for a consideration of the motion — there were 50 Conservative Backbenchers and 18 Alliance MPs — a large majority of the total. But only 16 Labour MPs — a tiny fraction of the Parliamentary strength — voted for it.

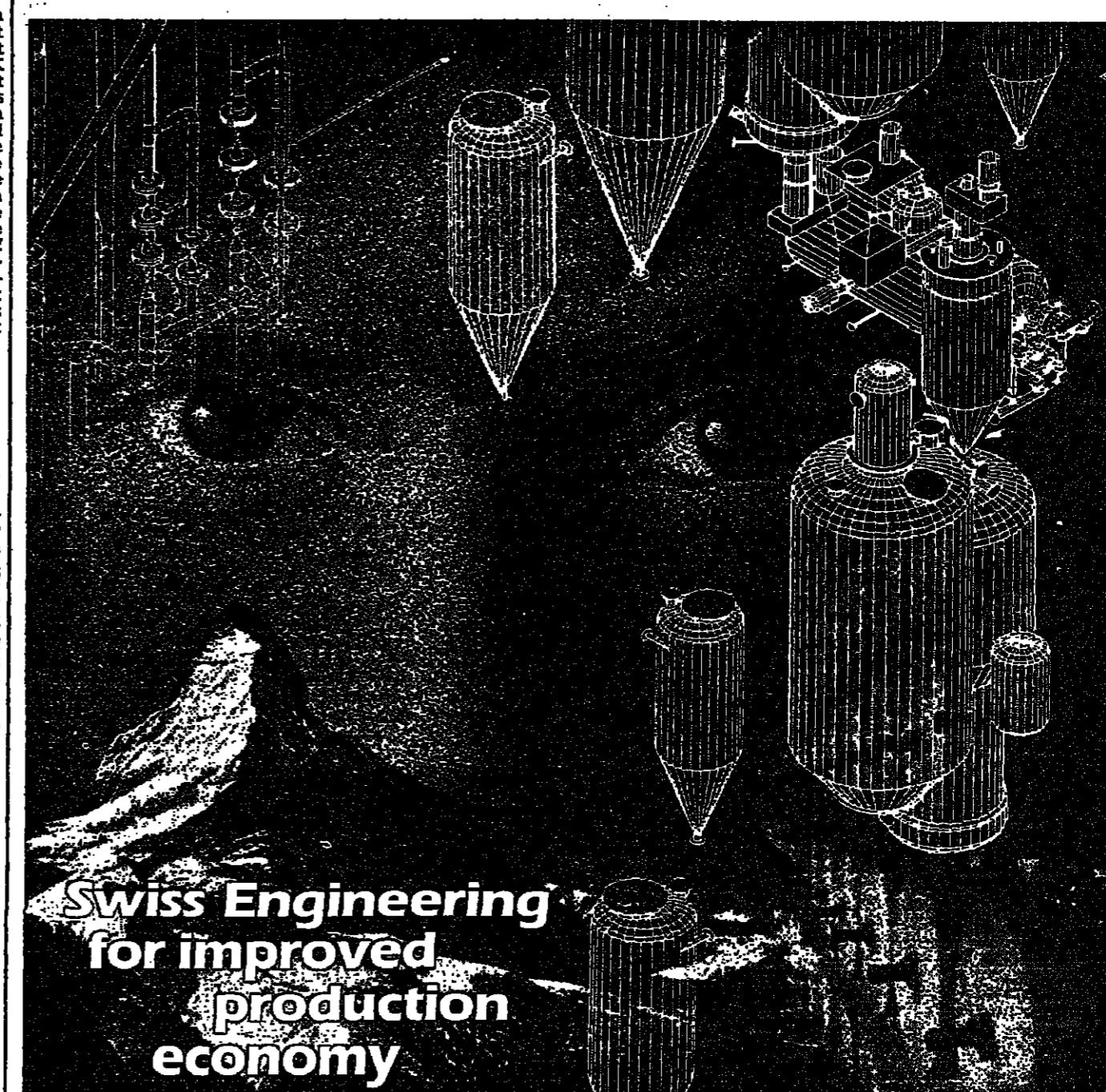
The innocent reader might suppose that the above is a quotation from *The Road to Serfdom*, which Friedrich Hayek wrote in 1944 and which argued that a state-planned economy was not only inefficient and incoherent, but a threat to freedom and the rule of law. (The book is supposed to be Mrs Thatcher's favourite bedside reading, but it must have been getting dusty on the shelves in recent months.)

In fact the quotation is not from *The Road to Serfdom* at all, but from the leading article in the British left-wing weekly, *The New Statesman*, of January 30, written after its own premises had been raided by the police, but before the weekend night-swoop on BBC Scotland.

But should not recent events give even the most self-assured "leftwinger" reason to reconsider some of his own cherished beliefs? If a government of a well-established parliamentary democracy can sail as near to the wind in an authoritarian and censorious interpretation of national security as is the British Government has, is it really a good idea to give this same Government the far greater power it would have if it controlled the "commanding heights" of the economy, if national planning replaced the profit motive and if all sizeable holdings of private wealth were abolished in the interests of promoting equality?

The democratic socialist believes that Parliament would protect the citizen from executive abuse. Even some ideal Socratic Academy would have some difficulty in controlling a government that disposed of the Left has still to rediscover. The relation between a market economy based on private property and a free society is often badly stated. The former is a necessary, but not a sufficient, condition of the latter. There have been numerous dictatorships which have preached — and occasionally practised — free market economics, but where torture, disappearance without trial and censorship of all political and cultural expression are the order of the day. But there are no examples at all of fully collectivist societies preserving basic liberties. Modern Sweden (where the nationalised sector is tiny) or Britain under Callaghan is about as far as one can safely go in economic intervention without affecting basic liberties. Attempts to go further towards "real socialism" or a trade union state always threaten basic liberties.

It was Thomas Jefferson who wrote "Who governs best, who governs least." This is a truth to which Thatcher Tories and Reaganites pay lip service, but do not observe, and which the Left has still to rediscover.



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Roderick Oram
on Wall Street

Premium appeal of discounter

A SUDDEN dip in the Dow Jones industrial average sparks a lively debate among a knot of regulars hanging out at the Charles Schwab discount brokerage offices in midtown Manhattan. Clustered half-dozen deep around a bank of stock quotation machines, they offer each other insights into the exhilarating, if perplexing, market.

"It just took out 2,190."

"Is that bad?"

"Terrible."

"Huh?"

"It's an important resistance level."

"So? Is it the correction, or what?"

"May be. It's a tired market."

"Nah. It's taking a little breather. That's all."

"Yeah. Would ya look at that breadth a moment. Advances have it over declines."

Oblivious to the discussion other customers punch stock symbols into the quotation machines with the fixation of one-armed bandit players. Behind them, several dozen people sunk into sofas gaze up at a 20 ft long electronic ticker board carrying each transaction on the New York Stock Exchange down on Wall Street.

Some people are here all day, everyday. To them the discount broker's office is to the stock market what pubs are to politicos. Talk has it over trades most of the time, although big price movements can get the real big traders grabbing the direct phones to Schwab's order desk.

In the first five weeks of this year, the Standard & Poor's index of 500 blue stocks has risen 25 per cent, almost double its advance in all of last year. Institutional investors have been the main driving force behind the rally but inevitably small investors have been sucked in, some for the first time.

Fidelity, the second largest discount broker after Schwab, has had 40 per cent more brokerage business so far this year than a year earlier, says Mr Paul Greeley, manager of its store-front office on the corner of Park Avenue and 51st. "Some days we have 1,000 customers," he says. Many come to buy Fidelity's mutual funds, some to check quotes and call the firm's brokers while others just stare, some for hours on end, at the ticker.

The clientele is mixed, with some blue-collar workers but inevitably a preponderance of office staff and professionals given its high-rent location. On the opposite corner BMW exhibits retired racing cars splashily painted by the likes of Andy Warhol. Across Park Avenue, next to the Waldorf-Astoria, stands St. Bartholomew's Episcopal Church, famous for a bitter dispute about God and manna which has long split its vestry.

"This is heaven," says Lillian Friedman of the Fidelity shop's services and location near her favorite libraries. A lively woman in her mid-fifties and a keen stock market player for years, she likes to be able to walk in off the street, as she did on Friday on the way to the Alliance Francaise library, to check prices and perhaps to trade.

When the shop is closed, she turns to Fidelity's 24-hours-a-day, seven-days-a-week phone service. Last Sunday, for example, she spent all day studying newspapers before calling Fidelity in the evening to write some stock options.

Her portfolio is heavy on computer hardware and software stocks at the moment, with her selections demonstrating an impressive knowledge of small, respected, high flyers - the Apples of tomorrow. Books are her first love, but computers and telephones are close behind.

"If Napoleon had called Moscow to check the weather, he wouldn't even have thought of going."

Among the other customers, Rohit Modi has taken time off from his graphic design business to invest some money for his 20-month-old son. Mr Modi has been taking evening courses in investment at New York University but has brought along a friend, Mr Pavan Sahgal, editor-in-chief of Wall Street Computer Review, for a second opinion. They decide to put \$1,500 in Fidelity's Puritan Fund.

This is hardly the frenzied speculation which characterised the 1929 crash. Bellhops aren't yet the fount of all wisdom although John Mendelsohn is listening carefully. Chief market technician of Dean Witter Reynolds, a leading brokerage house, he thinks everything about today's market is thoroughly bearish but he says he needs a "flash of inspiration" before calling the turn.

Back in the 1984 raging bull market, the flash came in a finance committee meeting at his children's convent school. Normally the nuns spoke only about education topics but when he suggested selling some shares, one interjected: "Oh, Mr Mendelsohn, is that wise? Everyone knows one makes money in shares."

FINANCIAL TIMES

Monday February 9 1987



BRITISH AIRWAYS SHARE ALLOCATION FAVOURS SMALL INVESTORS

Institutions lose out in BA offer

BY RICHARD TOMKINS IN LONDON

THE OVERWHELMING response to the British Airways flotation has resulted in institutional investors being eliminated from the UK public offering and small investors being allocated only a fraction of the shares they sought.

All applications for more than 100,000 shares have been rejected in their entirety and smaller investors will in most cases receive only 200 to 300 shares each. The maximum allocation will be 1,000 shares.

The severe rationing has been caused by the unexpectedly strong response to the issue. Nearly 1.1m applications were received by the close on Friday morning, compared with the 500,000 which had been expected.

The total value of the applications received in a multi-stage offer was £3.75bn (\$14.81bn) - substantially more than the £2.4bn worth of applications for the big British Gas float in December.

A last-minute wave of enthusiasm for the issue was prompted by healthy overseas demand for the shares, a price at the low end of the share price range, and the recent strength of international stock markets.

Mr Bucks, vice-chairman, said the London stock market had risen by 7 per cent between the day the price was set and the close of the offer. "Any taxi driver could work out what that meant."

Mr Bucks said it was the commentators' judgment that the issue had been priced correctly which ensured its success. "I am absolutely convinced that if we had priced it higher we would have stood a very strong chance of seeing it flop."

British Airways' employees emerged as enthusiastic applicants for the shares and will receive preferential treatment in the allocation. Priority applications will be met in full for up to 25,000 shares, and this combined with the other special offers to employees will leave them with nearly 10 per cent of the airline's total equity.

BRITISH AIRWAYS: Basis of Allocation

Shares applied for	Allocation
400-1,500	200
2,000-5,000	250
6,000-10,000	300
15,000-35,000	350
40,000-100,000	7%
Over 100,000	NIL

Of the total offer for sale, some 60 per cent of the 720,216 shares had been pre-allocated with institutional and overseas investors, leaving only 34 per cent of the £300m issue for the UK public offering.

With £2.75bn chasing this portion of the offer, it was subscribed 32 times, easily triggering the claw-back of shares from the institutional and overseas allocation. That increases the UK public offering to 47 per cent of the issue and leaves it 22 times subscribed. The whole issue was 11 times subscribed.

The elimination of big investors from the UK public offering and the clawing back of their shares from

the pre-placing will leave them starved of shares and increase the likelihood of a big premium when dealings begin on Wednesday afternoon. Analysts are forecasting that the 85p parity-paid shares will open at 95p to 98p.

Although the method of allocation leaves shareholders with parcels of stock too small for many to consider worth holding, it prevents individuals from being heavily exposed to what is widely perceived to be a relatively risky investment.

It will also spread the first-day dealing gains among the populace rather than putting them in the hands of a few big speculators, and avoids the need for a ballot.

Mr John Moore, the Transport Secretary, called the flotation "a resounding success."

"Even a few weeks ago, many commentators were arguing that it would be very difficult. I am delighted that they have been proved wrong and that the public has placed such faith in this great British company," he said.

Details, Page 18

Shultz seeks to calm allies' fears on deployment of SDI

BY STEWART FLEMING IN WASHINGTON

terms of the ABM treaty that would allow more extensive testing of potential SDI components.

According to Mr Richard Perle, the Assistant Secretary of Defence, who is widely seen in Washington as the most able and forceful critic of past arms control agreements. The adoption of a broader interpretation of the 1972 ABM Treaty could improve prospects for reaching an arms control agreement with Moscow by making the SDI programme more effective.

The more effective the SDI programme, the more leverage we are likely to have" in the arms talks with Moscow, Mr Perle said, at the weekend.

He also indicated, however, that reports suggesting that a decision on early deployment was imminent were premature. He also made it clear that there would be time for consultations with US allies and that Congress.

Mr Shultz said that the Administration would consult "with our allies on all of these things and with the Senate" before making a decision.

However, Mr Shultz said considerable progress had been made in the Strategic Defence Initiative research programme and that it is now clear that "to pursue the programme more effectively, requires a different pattern of testing of SDI than is permitted by the ABM Treaty."

In an interview on US television, Mr Shultz said that President Reagan's position is that it is not possible to make a decision on early deployment "this year or next year... There isn't any early deployment decision in the offing."

He also indicated, however, that reports suggesting that a decision on early deployment was imminent were premature. He also made it clear that there would be time for consultations with US allies and that Congress.

Mr Shultz said that the Administration would consult "with our allies on all of these things and with the Senate" before making a decision.

His comments came as some reporters suggested that President Reagan was leaning towards the adoption of a re-interpretation of the

ABM Treaty... which call for revisions or changes or additional permissions not now in the treaty, and we would do that. We would

US claim on Iran arms deal under fire

By Lionel Barber in Washington

THE REAGAN Administration's argument that the secret US arms sales to Iran were aimed at bolstering moderate factions in Tehran was badly dented yesterday following publication of a top-secret memorandum written last year by Vice-President George Bush's Chief of Staff.

According to the memorandum, a key Israeli Government official acting as link-man between the US and Iran told Vice-President Bush last summer that "we are dealing with the most radical elements" in Iran because "we have learned that they can deliver and the moderates can't."

The memorandum, whose authenticity was confirmed by the White House yesterday after it was published in the Washington Post, also quotes the Israeli official, Mr Amnon Nir, as saying that Iran wanted to "squeeze as much as possible" out of Israel and the US "as long as they have assets."

President Reagan has consistently denied that his Administration bartered US arms for American hostages held by pro-Iranian extremists in Lebanon.

The White House yesterday attempted to play down the significance of the document, saying that it had already been provided to the Senate Intelligence Committee. A spokesman rejected the idea that it contradicted President Reagan's explanation of the secret US arms sales to Iran.

The spokesman said: "The committee did not receive the same conclusion as the Washington Post."

The Senate Intelligence Committee, however, did not mention the memorandum in its report, apparently following objections from the State Department. More specifically, the authors of the report stated publicly that they had no intention of offering conclusions on the Iran affair since all the relevant evidence was not yet available.

The memorandum appears to undercut that defence and reinforce the negotiations with Iran. The US has doubled since 1985 to \$74,000. The Siba sometimes mentioned by the company appears to have been based on a calculation, made in 1985, that only 12,000 to 14,000 claims would ultimately be paid. Since then the company has been flooded with 327,000 lawsuits.

Of these claims, 200,000 replied to a questionnaire sent out by the bankruptcy court last year and are considered as potentially serious litigants. Even if only a quarter of these should ultimately be settled at the average 1985 cost, Robins would end up paying more than \$3.5m, one lawyer pointed out.

Robins will probably attempt to indemnify itself against future legal action by establishing a large trust fund and then seeking an injunction against further litigation from the US courts. This is how the long-

running saga of liability for asbestos was finally resolved.

However, one of those closely involved in both the Robins litigation and the negotiations with AHP points out that "talk about only Siba worth of claims against Robins is nonsense." The true value of the settlement will need to be much higher, several experts believe.

Before Robins filed for chapter 11 bankruptcy protection 18 months ago, the average claim it had settled cost \$74,000. The Siba sometimes mentioned by the company appears to have been based on a calculation, made in 1985, that only 12,000 to 14,000 claims would ultimately be paid. Since then the company has been flooded with 327,000 lawsuits.

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Before Robins filed for chapter 11

THE LEX COLUMN

According to their cloth

Hard to believe it, but textile shares once traded on a multiple close to the stock market average. The long and accelerating decline of the sector in the 1970s has only been partially reversed in the 1980s, in share price terms at least. Yet the changes that have taken place in the industry are little short of revolutionary. The textile cycle may still exist, but its savagery should be a thing of the past.

The regeneration of the industry is practically a business school textbook example, and is littered with all the fashionable jargon. No longer production-led but market-driven, added value is every textile executive's priority. Operational gearing has been unwound and financial ratios transformed. It was largely a new generation of management, typified by Sir Christopher Hogg and Mr David Alliance, which has wrought the changes.

Old management brought up when the manufacturers held power through rationing and post-war shortages, when anything that was produced could be sold, was still building bigger and better plants into the 1960s and 1970s. Keeping factories at full load was the prime consideration. If a downturn came, losses were inevitable, and when importers undercut prices for the commodity products - the likes of plain fabrics or white shirts - all the domestic industry could do was squeal. Imposing quotas on imports, through the Multi-Fibre Arrangement, was some help, although such restrictions served, as so often, to prolong the problem as much as solve it. Now the UK companies are meeting the challenge of imports and the problems of volume production in two ways - playing on their own advantages and imitating their rivals.

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Monday February 9 1987

West German bond market remains buoyant

BY HAIG SIMONIAN IN FRANKFURT

OFFICIALS at the Bundesbank and in the West German Ministry of Finance must be rubbing their hands with glee. Last Thursday's DM 4bn government bond issue - the first for 1987 - demonstrated that the seller's market for federal government bonds that was such a feature last year shows no signs of tailing off.

If anything, the see-saving US dollar has made foreign investors keener than ever to buy West German Government securities. So much so that traditional yield relationships between different types of instruments have been stretched almost beyond recognition and some entrenched financing tools may even be in danger of extinction.

Responsibility for the change lies squarely with foreign investors, who have been steadily buying West German Government securities, principally as a currency play to get in to the strong D-Mark.

That buying spree has pushed down yields on government bonds

and allowed the federal government to expand the maturity range of its bond issues. Two issues last year even had previously unheard of 30-year terms, against the norm of 10-15 years.

Meanwhile, the federal government's new issues of Schuldcheindarlehen - a form of semi-market syndicated loans - have tailed off sharply. The instruments, normally of five to 10-year maturities, were to be foreign investors' favoured way of buying into West German Government debt. Though their liquidity was limited, Schuldcheindarlehen, unlike bonds, were free from the country's 25 per cent withholding tax.

The removal of withholding tax in August 1984 changed all that. Back in 1981, new gross issues of Schuldcheindarlehen by the federal government amounted to DM 53.1bn against just DM 7.7bn in bonds. By 1985, the proportion had changed to DM 12.4bn and DM 18.5bn respectively. Gross borrow-

ing figures for the first half of last year confirmed how strongly new government bond issues had gained the upper hand; while the government issued DM 8.3bn in Schuldcheindarlehen, new bonds amounted to DM 13.4bn.

The steady decline in yields on new government bonds speaks volumes about foreign investor demand. Although not as low as yields last April and May, last Thursday's 5% per cent 10-year government issue was nudging rock bottom with its 5.62 per cent yield. The government issued bonds with a lower yield than its 5.62 per cent yield.

However, that yield margin is not necessarily based on any radical difference in credit quality. Among the possible borrowers or guarantors for banks' communal bonds are entities like the federal government itself (including the federal post office and railways), West German states, local and regional authorities and other public bodies.

These are bonds issued by public and private mortgage banks against the collateral of loans to - or guaranteed by - a West German public sector entity.

Communal bonds now yield 80 basis points more than 10-year federal government bonds, having touched a full point differential last September. "The ballooning of yield spreads is simply due to the fact that practically the whole of foreign demand squeezed through the needles eye of public sector bonds - with a clear preference for federal government issues", notes Dresdner.

However, that yield margin is not necessarily based on any radical difference in credit quality. Among the possible borrowers or guarantors for banks' communal bonds are entities like the federal government itself (including the federal post office and railways), West German states, local and regional authorities and other public bodies.

Why then the spread differential? Partly because international investors are more aware of, and certainly feel more at home with, government debt than with communal bonds, despite their high quality.

More important, the secondary market for communal bonds lacks liquidity, although it is five times the size of the government bond market. That is part of the reason why communal bonds trade at substantially higher yields.

But if the federal government continues to reduce its borrowing via Schuldcheindarlehen, there could be profound repercussions for the communal bond market, which depends on such securities as collateral. The levels of outstanding public sector Schuldcheine and communal bonds have been related closely in the past.

Moreover, communal bonds could be under an even bigger squeeze if West Germany's other public sector issuers of Schuldcheine follow the federal government's example and tell a long-term decline.

EUROMARKET TURNOVER					
Turnover (\$bn)					
Primary Market	Secondary Market	Comd	FRM	Other	Total
US\$ 1,001.4	2,027.2	318.0	3,711.5	2,732.5	8,455.2
Prev 2,055.4	2,027.2	318.0	3,711.5	2,732.5	8,455.2
Other 744.0	5.8	-	247.8	-	247.8
Prev 3,265.5	342.2	-	247.8	-	247.8
Secondary Market					
US\$ 24,127.2	2,262.1	20,947.8	5,516.4	2,732.5	30,224.6
Prev 24,127.2	2,262.1	20,947.8	5,516.4	2,732.5	30,224.6
Other 18,285.5	384.1	2,496.3	5,128.5	2,732.5	30,224.6
Prev 18,218.7	318.0	2,349.2	5,128.5	2,732.5	30,224.6
Total					
US\$ 14,954.8	43,631.5	23,682.4	5,516.4	2,732.5	8,455.2
Prev 14,708.7	43,631.5	23,682.4	5,516.4	2,732.5	8,455.2
Other 15,548.5	18,036.8	31,881.5	5,516.4	2,732.5	8,455.2
Prev 14,617.7	23,152.8	30,804.5	5,516.4	2,732.5	8,455.2
Week to Feb. 5, 1987					
Source: ABD					

substitute potentially cheaper bonds, says Mr Bishop.

In that event, the pool of available collateral for new communal bonds could shrink further. The result? Spread differentials between communal bonds and federal government issues may be embarking on a long-term decline.

British Airways flotation lifts sterling strength as dollar fades

BY CLARE PEARSON IN LONDON

THE Eurobond new issues market sprang into action last Friday after turning over listlessly on pieceemeal activity in the non-dollar sectors for much of the week.

Friday's lively marketplace was still dominated by the currencies other than the dollar. Eurosterling was particularly prominent but a couple of houses were emboldened by the successful completion of the US Treasury auctions in New York to launch Eurodollar issues.

The crop of sterling issues was prompted by the closing of the offer period for the British Airways flotation. Prior to this, the Bank of England had discouraged bond market offerings. But as the last application form changed hands on Friday morning, Samuel Montagu was able

to launch a £100m deal for Finland into the vacuum.

The timing was auspicious since the market was in a buoyant mood, gift yields having eased the night before to below 10 per cent, a psychological barrier in recent weeks.

Like the two issues that quickly followed it, Finland's reaped the benefits of the recent hiatus, which has allowed outstanding issues to be absorbed and left continental European investors calling out for more.

Still, Samuel Montagu was certainly playing safe with the pricing of Finland's issue since its yield was pitched at a mere 10 basis points below the reference gift - well above the level on some comparable issues in the secondary market. As a

result, its early trading looked distinctly frosty.

But dealers said the caution had been justified since the secondary Eurosterling market is a poor guide to appropriate levels in the new issues market.

Nevertheless, the lead-managers of the second two issues - for Caisse Nationale des Telecommunications and Philips - certainly took the point. These bonds sported yields well below those on gilts - 30 basis points, in the case of Baring Brothers' deal for Philips, terms which the market considered tight.

All of the issues ended the day at prices within their total commissions, however. The buying emanated chiefly from continental accounts.

The Australian dollar market

continued a favourite among new issue managers last week. This sector has expanded both in volume and status this year, graced with issues for borrowers of the likes of the World Bank and Nordic Investment Bank.

Some dealers say its investor base has been broadening too, with increased buying from Canada, although the Japanese are still reluctant takers, having had their fingers badly burned last year when the Australian dollar plummeted on the foreign exchanges.

Continental investors are still the mainstays of the market, however, and there were the usual concerns that this year's heavy issuing volume would prove too much for them. Last week, however, dealers said

they were keen buyers having decided that at an exchange rate of around \$0.80 to the D-Mark the sector was a buy.

Elsewhere, leading houses were proclaiming that a revival was in store for the floating rate note (FRN) sector, arguing that the new federal issue met firm demand, trading consistently at levels above the 99% issue price.

Such murmurings were partially responsible for some hefty price rises on Thursday as other houses rushed to cover short positions. But, as one dealer said: "I can't see that any fairy has waved its magic wand over the market."

The readiness of professionals to sit on long positions should encourage end-investors to reappear but at the moment dealers say custom-

ers are still awaiting signs of stability before they start buying.

Dealers in the D-Mark market spent last week wondering at what level the dollar would eventually stabilise, although the market retained a positive undercurrent. The new federal issue met firm demand, trading consistently at levels above the 99% issue price.

In Switzerland, prices in general were unchanged at the end of the week although buying interest in issues for better known borrowers had picked up. Equity linked issues were in continued demand - partly because there have been comparatively few such deals in the market this year. A SFr 100m deal for Dumenil-Lebleu traded at 115% bid, and the convertible for Kuraray at 105% bid.

NORDBANKEN, the fifth largest of Sweden's publicly quoted commercial banks, was hit by heavy loan losses last year which depressed operating profits for the whole of 1986 to an increase of only 13.7 per cent compared with a rise of 61.5 per cent after the first eight months.

The Swedish banking sector reported record profits last year but Nordbanken, formed through the merger of Sveriges Allsäkerhetsbank and Uplandsbanken in 1985, was unable to keep pace and has been forced to seek new equity capital to support its increased business volume.

Nordbanken is raising SKr 241.5m (\$37.7m) in new capital through a one-for-five rights issue. The new shares are to be issued at SKr 155 per share compared with a trading price this week of about SKr 245.

Loan losses jumped last year to SKr 18.3m from SKr 4.6m in 1985.

The bank said it had been hit by

problems among a large number of

small and medium-sized corporate

customers, particularly in northern

Sweden.

The bank has also been forced to

make a provision against a SKr

200m loan made last year to Mr

Refaat El-Sayed, the discredited

former chief executive and majority

shareholder of Fermenta, the trou-

bled Swedish chemicals and anti-

biotics group.

Nordbanken's operating profits

rose to SKr 414.9m from SKr 365m

a year earlier. The bank's costs rose

by 21.1 per cent of which some 4

percentage points was accounted

for one-off costs arising out of the

merger.

The Kingdom of Denmark

Can. \$150,000,000

9 1/8% Notes Due 1992

Issue Price 101 1/2 per cent.



LTCB International Limited

Bankers Trust International Limited

Dominion Securities Inc.

Shearson Lehman Brothers International

Privatbanken A/S

Dai-Ichi Europe Ltd.

McLeod Young Weir International

Limited

Wood Gundy Inc.

Den Danske Bank

This announcement appears as a matter of record only.

JANUARY 1987

U.S. \$325,000,000

The Equitable Life Assurance Society of the United States

Arranged by

Credit Suisse First Boston Limited

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Algemene Bank Nederland N.V.

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The Industrial Bank of Japan Trust Company

The Mitsubishi Bank, Limited

New York Branch

The Mitsui Bank, Limited

New York Branch

The National Westminster Bank Group

The Sumitomo Bank, Limited

UK GIILTS

New tap confirms ease of funding

FRIDAY'S announcement of a new tap stock provided the UK government bond market with clear confirmation of the ease of the Government's funding position.

Despite the Bank of England's purchases of gilt-edged stocks over the past three weeks, the new issue did not come as a surprise, since the market was looking buoyant and had been untapped for some weeks. Whatever the Bank's motivation for buying gilts—and there has been a myriad of theories—little doubt exists that this year's funding programme is all but sewn up. This, at least technically, gives the market room for advance on its gains since December.

The stock—\$300m of 9 per cent Treasury due in 2008—is partly paid, with only 25 per cent payable at the Wednesday tender and the rest on April 6. Very little cash will therefore be received from this financial year.

Last week, the market finally broke through the 10 per cent yield barrier at the long-dated end, amid persistent reports of West German buying and talk of a large US order. It remains unclear, however, whether much further progress can be made.

There is still a feeling of unease with yields below 10 per cent, and buying at this level still appears to be patchy. Sterling's steady performance, reaching a recent high on its effective index on Friday of 69.0, has contributed to a bit more confidence overseas in investing in British securities.

A shift in perspective to the nearer term may have also done something to bolster market sentiment. After a period when opinion polls seem to be the dominant factor in the Budget, the market seems to have switched away from the surveys to some extent. That could be something to do with the bad press the polls and their erratic results have received. It may also be something to do with the increasing emphasis of market chat on the Budget, rather than the General Election.

There appears to be a growing consensus that the Budget on March 17 will produce three good things for the Chancellor of the Exchequer and for voters he is concerned to win. The arithmetic appears to suggest that Mr Nigel Lawson has scope for generous tax cuts, but he

Janet Bush

US MONEY AND CREDIT

Why Japanese keep coming back

WITH ANOTHER smooth and successful government funding operation under its belt, the US bond market has no particular reason to budge out of the uneventful rut in which it has been stuck since the great bull market in bonds ran out of steam last April.

Although the much-watched three-month interbank money market sterling rate did come down to 11.107 per cent, which has been untapped for some weeks. Whatever the Bank's motivation for buying gilts—and there has been a myriad of theories—little doubt exists that this year's funding programme is all but sewn up. This, at least technically, gives the market room for advance on its gains since December.

The average yield in last week's auction—5.54 per cent on the three-year notes, 7.25 per cent on the 10-year securities and 7.49 per cent on the 30-year bonds—was a marked respite from the record 11.107 per cent, which hardly signals a gain in base rate—there is beginning to be some confidence that the Government will give in to the temptation of delivering a rate cut around budget time.

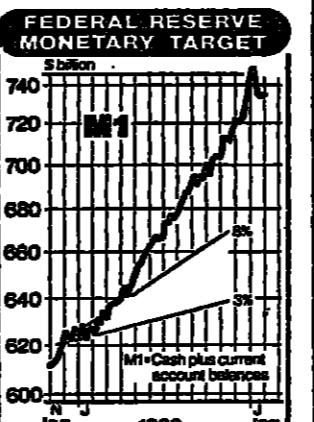
Two factors are at present working in the Chancellor's favour, if not in terms of macroeconomics then at least as far as observers of monetary indicators are concerned. First, sterling appears to be behaving itself and second, it seems that the narrow money aggregate, M0, has dropped sharply in January. On the last, it would be surprising, given the political imperative, if Mr Lawson were not to point to the short-term behaviour of this particular indicator as vindication for his decision to raise rates in October.

Nevertheless, one political, or rather, tactical, argument against cutting rates could be the likelihood of a reaction by the bondholders who would be unlikely to react swiftly to a change in base rates given their rather squeezed cash position, and thus the highly public positive effect on the retail prices index would not automatically feed through. The next set of RPI data is due to be released this week, and some forecasts are looking for an increase in the annual rate of inflation to around 4 per cent.

All of the capital gains in the US bond market were concentrated in the first half of the 1985-86 period. Since April last year US bond purchases by the Japanese have been a clearly losing proposition. The spread between the running yield on Japanese and US government securities has not been any where near sufficient to compensate for the 13 per cent depreciation of the dollar against the yen since April.

Yet Japanese bond buying seems actually to have accelerated in the last year. Statistics just published in Tokyo show that net purchases of foreign securities in 1986 doubled to \$100.1bn and, notwithstanding Wall Street's drooling over sporadic rumours about an equity buying spree from Tokyo, the statistics show that 83 per cent of the securities purchased were actually bonds.

The conclusion seems inescapable. If the Japanese bought most of their bonds in 1986 not in 1985, the average price of their bond portfolios cannot be far below the plateau on which the bond market has been stuck for the past 10 years.



This announcement appears as a matter of record only.



ASSOCIATES CORPORATION OF NORTH AMERICA

US\$250,000,000

Revolving Credit Facility

Arranged by

Swiss Bank Corporation International Limited

Lead Managers

BankAmerica Capital Markets Group

Barclays Bank PLC

Canadian Imperial Bank of Commerce

Crédit Lyonnais

Daiwa Bank Trust Company

The Long-Term Credit Bank of Japan, Limited

Orion Royal Bank Limited

Westdeutsche Landesbank

Westpac Banking Corporation

Managers

Kredietbank International Group

Midland Bank PLC

Amsterdam-Rotterdam Bank N.V.

Banque Nationale de Paris

The Bank of Tokyo Trust Company

Commerzbank Aktiengesellschaft

Credit Suisse

Dresdner Bank

National Westminster Bank Group

Swiss Bank Corporation

Swiss Bank Corporation

February, 1987

Swiss Bank Corporation International Limited

INTERNATIONAL CAPITAL MARKETS

months. Since the dollar has been falling throughout this period, the Japanese portfolios must inevitably be worth less today than when they were received.

Why, then, do the Japanese go on buying? Numerous reasons have been given—ranging from herd instinct and irrational respect for all things American to a Machiavellian effort to protect Japanese exports market in the US by trying to bolster the value of the dollar.

From a financial standpoint, there is only one plausible explanation. Paper losses, as long as they are not actually realised, do not seem to worry Japanese bond managers. Oriental investment philosophy, we are told, has "long time horizons".

By the time a 30-year dollar matures, its 200 basis point annual yield advantage over a yen security will have accumulated into something like 30 per cent. This would be easily sufficient to compensate for any further fall in the dollar. Accordingly, a dollar acquired at Y150 will remain a steal, whether the dollar falls to Y130 or even Y100.

Unfortunately this story begs a very important question. On what should the dollar be worth Y100? Suppose the dollar depreciated at an average rate of 3 per cent a year from its present level. By 2017 a dollar would be worth just Y60—and the 30-year bonds of the Japanese snapped up last Thursday might not, after all, be near sufficient to compensate for the 13 per cent depreciation of the dollar against the yen since April.

The following are the economic indicators due for

release this week, along with the market's median expectations, as surveyed on Friday by Money Market Services of Redwood City, California:

• Retail sales for January (\$3.30 am EST Thursday) should show a sharp drop of 4 per cent as a result of falling car sales. The range of estimates is from minus 6.5 per cent to plus 0.5 per cent.

• Producer prices for January (\$3.30 am EST Thursday) should rise by 0.4 per cent, according to the consensus, with a range of 0.1 to 0.8 per cent. This compares with zero in December and 0.2 per cent in November. The main upward pressure comes from rising energy prices.

• Industrial production in January (\$3.15 am Friday) is expected to have risen by 0.3 per cent, with estimates ranging from zero to 0.8 per cent.

• For money supply figures (\$4.30 pm Thursday), the median expectation is an increase of \$200bn in December and November

figures for the broader aggregates are also due out of the market. The median M2 forecast is of \$15bn to \$20bn. For M3, an increase of \$250bn is expected with a range of \$200bn to \$300bn.

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Anatole Kaletsky

FT/AIBD INTERNATIONAL BOND SERVICE

US MONEY MARKET RATES (%)	Last Friday	1 week ago	4 weeks ago	12 months ago
Fed Funds (weekly average)	6.10	6.05	5.97	5.67
Three-month Treasury bills	5.90	5.80	5.75	5.01
Short-term commercial paper	5.69	5.60	5.64	5.06
Three-month prime CDs	6.03	6.00	5.87	5.85
90-day prime CDs	5.88	5.80	5.87	5.85
90-day Commercial Paper	5.95	5.85	5.70	5.45

US BOND PRICES AND YIELDS (%)	Last Friday	1 week ago	4 weeks ago	12 months ago
Seven-year Treasury	100.00	100.00	99.98	99.95
10-year Treasury	111.00	111.00	111.00	111.00
30-year Treasury	100.00	100.00	100.00	100.00
New 10-year "A" Financial	N/A	N/A	100.00	100.00
New "AA" Long utility	N/A	N/A	100.00	100.00
New "AA" Long Industrial	N/A	N/A	100.00	100.00

NRI TOKYO BOND INDEX	Average	yield (%)	Last week	26 weeks ago
December 1986 = 100	134.62	134.62	130.07	122.86
Overall	134.72	134.62	134.62	134.62
Government Bonds	134.72	134.62	134.62	134.62
Corporate Bonds	134.50	134.50	134.50	134.50
Government-guaranteed Bonds	134.60	134.60	134.60	134.60
Bank Debentures	132.90	132.90	132.78	132.40
Corporate Bonds	133.50	133.50	133.50	133.33
Yen-denominated Foreign Bonds	132.11	132.11	134.57	132.33
Government 10-year	—	—	5.14	5.44

† Estimated per yield.

Source: Nomura Research Institute.

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British Gas plc

European Offering of

101,728,050 Ordinary Shares of 25p each

Offer Price: 135p per Share

Swiss Bank Corporation International Limited

Algemene Bank Nederland N.V.
 Banque Paribas Capital Markets Limited
 Credit Suisse First Boston Limited
 EBC Amro Bank Limited
 Girozentrale und Bank der österreichischen Sparkassen
 Aktiengesellschaft

Banca Commerciale Italiana
 Creditanstalt-Bankverein
 Deutsche Bank Capital Markets Limited
 Enskilda Securities
 Skandinaviska Enskilda Limited
 Kredietbank N.V.

Union Bank of Switzerland (Securities) Limited

Genossenschaftliche Zentralbank AG-Vienna

Austria

Girozentrale und Bank der österreichischen Sparkassen Aktiengesellschaft
 Creditanstalt-Bankverein

Die Erste österreichische Spar-Casse-Bank

Banque Bruxelles Lambert S.A.
 Banque Internationale à Luxembourg S.A.

Belgium and Luxembourg

Kredietbank N.V.

Banque Générale du Luxembourg S.A.
 Generale Bank

Commerzbank Aktiengesellschaft
 Bayerische Hypotheken- und Wechsel-Bank Aktiengesellschaft
 Berliner Handels- und Frankfurter Bank
 Schweizerischer Bankverein (Deutschland) AG

Federal Republic of Germany

Deutsche Bank Capital Markets Limited

Dresdner Bank Aktiengesellschaft
 Bayerische Vereinsbank Aktiengesellschaft
 DG BANK Deutsche Genossenschaftsbank
 Vereins- und Westbank Aktiengesellschaft

Banque de Neuflize, Schlumberger, Mallett
 Banque Nationale de Paris
 Caisse Nationale de Crédit Agricole
 Crédit du Nord
 Crédit Lyonnais

Westdeutsche Landesbank Girozentrale

Banque Indosuez
 Caisse des Dépôts et Consignations
 Crédit Commercial de France
 Crédit Industriel et Commercial de Paris
 Lazard Frères et Cie

Banca Nazionale del Lavoro
 Banco di Roma S.p.A.
 Euromobiliare S.p.A.
 Istituto Bancario San Paolo di Torino

France

Banque Paribas Capital Markets Limited

Banca Manusardi & C.
 Credito Italiano
 IMI Capital Markets (UK) Ltd.
 Nuovo Banco Ambrosiano

EBC Amro Bank Limited
 Bank Mees & Hope NV
 Pierson, Heldring & Pierson N.V.

Société Générale

Bergen Bank A/S
 Privatbanken A/S

Italy

Banca Commerciale Italiana

Algemene Bank Nederland N.V.
 Nederlandsche Middenstandsbank nv
 Rabobank Nederland

Credit Suisse First Boston Limited
 Julius Baer International Limited
 HandelsBank N.W. (Overseas) Ltd.
 Lombard Odier International Underwriters S.A.

Italy

SIGE S.p.A.

Kansallis-Osake-Pankki
 Union Bank of Finland Ltd

Banca della Svizzera Italiana
 Banque Kleinwort Benson SA
 Compagnie de Banque et d'Investissements, CBI
 Rothschild Bank AG

The Netherlands

Union Bank of Switzerland (Securities) Limited

Banca Unione di Credito
 Bordier & Cie
 Ferrier Lullin et Cie S.A.
 Overland Trust Banca

Scandinavia

Banca del Gottardo
 Leu Securities Limited
 Pictet International Ltd.

Switzerland and other European countries

Swiss Bank Corporation International Limited

Swiss Volksbank

Bank J. Vontobel & Co. AG
 Banque Paribas (Suisse) S.A.
 Hentsch & Cie
 Sarasin Investment Management Limited

Swiss Cantonalbanks

Bank in Liechtenstein AG
 Darier & Cie
 Finter Bank Zurich
 Privat Kredit Bank

Unigestion SA, Geneva

Co-ordinator of European Offering
 Swiss Bank Corporation International Limited

INTERNATIONAL CAPITAL MARKETS and COMPANIES

EUROCREDITS
Facility
for Federal
Express

FEDERAL EXPRESS, the US courier services company, has awarded a mandate to First Chicago to arrange a \$325m multiple option facility in the Euromarkets.

The five-year facility carries a margin over London interbank offered rate of 7.5 basis points, with utilization fees of 10 basis points for 33 to 66 per cent usage and 15 basis points above 66 per cent. The facility fee is 6.25 basis points. Front-end fees are 10 basis points for \$40m commitments, 8 for \$25m and 5 for \$15m.

Elsewhere in the Eurocredit market, Credit Populaire d'Algérie mandated Long-Term Credit Bank of Japan for a loan of up to \$100m, to be syndicated on a best-efforts basis. The deal is the second for an Algerian borrower in as many weeks, following Sonatrach's 275m.

Credit Populaire is to pay 6.25 basis points over Libor for the entire seven-year term which includes four years' grace. The commitment fee is 37.5 basis points, and the front-end fees range up to 1.25 percentage points for commitments of \$10m.

Chase Investment Bank and Union des Banques Arabes et Financières have been mandated for a \$560m Turkish motorway financing covering the section of the Europe-Middle East highway from Tarsus to Gaziantep, and are arranging a substantial portion of it through private placements. On the bank portion, launched at the weekend, there is a two-to-one ratio between Italian-guaranteed export financing and Turkish risk.

The bank financing comprises a \$135m 13-year buyer credit, 90 per cent guaranteed by Italy's SACE agency, with 3½ years' grace and a margin of 92.75 basis points over Libor, and 35 basis points over Libor.

Republic National Bank of New York appointed Samuel Montagu as a "distributor" in conjunction with itself, for sterling certificates of deposit to be issued.

Alexander Nicoll

Cyclops seeks delay on raised bid

BY ANATOLE KALETSKY IN NEW YORK

CYCLOPS, the Pittsburgh-based steelmaking and electrical retailing company which Dixons of the UK is believed to be considering as its next acquisition, has asked its shareholders to defer consideration of a newly-raised offer worth \$332m from Audio/Video Affiliates, another US retailing company.

The Audio/Video bid, which was made public on Thursday

from \$8 to \$80 a share, is the only offer for Cyclops currently on the table, but there is strong

It merely asked shareholders

not to decide on the offer until the board made a formal recommendation, which it promised by February 19.

The attraction of Cyclops to potential bidders, including possibly the acquisitive Dixons, lies in the possibility of spinning off its specialty steel and industrial construction operations, and being left with a substantial retailing business.

This includes 111 Silo electrical appliance stores and 11

Busy Beaver home improvement centres. Retailing currently accounts for roughly 40 per cent of Cyclops' total annual sales of \$1.4bn.

Audio/Video says it now has commitments to provide up to \$100m of the financing. It adds in a filing with the Securities and Exchange Commission that it may consider the sale of certain assets, "depending on business, financial and other conditions."

Final-quarter provision puts E. F. Hutton in red

BY OUR NEW YORK STAFF

E. F. HUTTON, the Wall Street brokerage firm which has been suffering from a series of financial and legal problems, has reported a net loss of \$133.8m or \$3.25 a share in the fourth quarter of 1986, and has slid into the red for the year as a whole.

The loss included a previously announced provision of \$130m to cover client losses on certain municipal securities and tax shelter products, as well as associated litigation.

For the latest quarter, Hutton's operating earnings before the special charge amounted to \$617.000 or two cents a share, a figure most analysts considered very disappointing in view of the record profits being made by other firms on Wall Street.

Loss at Spanish utility 'equals 85% of capital'

BY DAVID WHITE IN MADRID

AN AUDIT carried out at Fuerzas Electricas de Cataluna (Fecsa), the electrical utility which sent tremors through Spanish stock markets when its shares were suspended last week, have shown up losses of more than Pta 40bn (\$308m) for 1985 and, on the basis of the first nine months, similar losses last year, according to Ms Enriqueta de Benito, chairman of the Madrid Stock Exchange.

The combined losses cited by Mr de Benito would be equivalent to over 85 per cent of Fecsa's equity capital.

Mr de Benito made the remarks on Spanish television in order to justify the suspension move. Earlier, Mr Juan Alegre Marçet, Fecsa's chairman, said

there were "no objective reasons" for the decision.

Fecsa, which announced net profits of Pta 5.7bn for 1985, has had to defer depreciation charges because of the weight of financial costs. Its debt is estimated at Pta 570bn.

Following the suspension, Bank of America and the Caja de Ahorros de Barcelona have postponed the signing of a 10-year part Pta 20bn credit line aimed at refinancing part of Fecsa's borrowings.

Local press reports at the weekend said that a new managing director was due to be named at Fecsa to negotiate the reorganisation of Fecsa's debts, the sale of assets, and an agreement with the government on accounting norms.

Chicago plans Liffe T-bond link

BY DAVID OWEN IN CHICAGO

THE London International Financial Futures Exchange (Liffe) and the Chicago Board of Trade (CBOT), the world's largest futures exchange, are expected today to announce plans to establish a fungible trading link between their respective US Treasury bond futures contracts.

Such an arrangement, which has been under consideration for a prolonged period, would permit positions opened in London to be closed later the same day in Chicago.

Since the Chicago exchange last month approved at board level a plan to trade its T-bond and T-note contracts in an additional 5 pm to 9 pm session, the move promises to create a virtual round-the-clock market in

the instrument. Liffe already has a US T-bond futures link with the Sydney Futures Exchange, established last October.

T-bond futures at the CBOT, is the world's most actively traded contract. Overall 1986 volume totalled 52.6m lots. By comparison, Liffe's T-bond futures volume last year was 1.6m lots.

The link is one of a number of projects on which the two exchanges have been working together. These include a joint agreement to develop and launch an interchangeable yen bond futures contract and an ongoing attempt to devise a viable Eurobond futures contract.

Liffe now expects to introduce a yen bond future by the end of May, despite difficulties over its precise formulation. The CBOT anticipates a later launch date, due mainly to tougher US regulatory requirements.

• The Chicago-based Midwest Securities Trust Company and France's Societe Interprofessionnelle pour la Compensation des Valeurs Mobilières (Sicovam) have announced the formation of an electronic link for the settlement and safe keeping of US securities transactions. It is the first such link to be implemented between the two countries.

All 56 US issues listed on the Paris bourse are eligible for settlement via the link, which is expected to provide cheaper and more efficient settlement of trades.

US offering by Banco Santander

By Our Madrid Correspondent

BANCO SANTANDER, which in terms of stock market capitalisation ranks first among Spanish banks, announced plans at the weekend to introduce between 3 and 4 per cent of its equity on the New York Stock Exchange.

The operation, which follows listings in Paris, Frankfurt and London, is planned for mid-April and would raise the total foreign holding in the bank to between 8 and 10 per cent.

The bank also announced a 20 per cent rise in dividend from Pta 75 to Pta 90 per share and an increase in its nominal share value from Pta 470 to Pta 500.

NEW INTERNATIONAL BOND ISSUES

Borrower	Amount m.	Maturity	Av. life years	Coupon %	Price	Book Runner	Offer yield %
U.S. DOLLARS							
Shaw Saville Ltd. †	100	1982	5	3	100	Yamada Int. (Fur)	3.000
Iman and Co Ltd. †	45	1982	3	3½	100	Deutsche Europa	3.125
Wynn Technology †	45	2002	15	3	100	J. H. Schlesinger Wynn	6.250
Kelvin Elec. Railway †	70	1982	5	3½	100	Mitsubishi Int.	•
EEC †	250	1993	5	7½	101	Wartberg Securities	7.840
Toyota Tsushin Kaisai †	70	1982	5	3½	100	Mitsubishi Int.	•
Kyoto City Co. †	25	1982	5	3½	100	Mitsubishi Int.	•
Tokyo Shuto Bank †	50	1982	5	3½	100	Mitsubishi Int.	•
Sumitomo Corp. (a) †	50	1982	5	8	101	Deutsche Europa	7.247
Sumitomo Corp. (b) †	50	1982	5	8	101	Deutsche Europa	7.287
Sumitomo Corp. (c) †	30	1990	3	(c)	100	Nippon Credit Int.	•
Swedish Export Cr. †	100	1980	3	6½	101.30	Pre-Bache Secs.	8.251
Swedish Export Cr. †	100	1984	7	7½	100	Pre-Bache Secs.	7.486
Ciel Finance (d) †	100	1984	7	3½	100	Eck Lohm. Cr. Hispania	7.750
Eif Agricola †	100	1987	10	7½	100	HSB (Secs)	•
AUSTRALIAN DOLLARS							
Deutsche Bk Fin. †	100	1982	5	14½	101½	Deutsche Bk Cap. Mittz	13.815
BNP-Bank Fin. †	40	1982	5	14½	101½	Deutsche Bk Cap. Mittz	14.911
Westpac Overseas Fin. †	50	1982	2	14½	101½	Deutsche Bk Cap. Mittz	14.886
Bank of America Corp. †	100	1980	3	14½	101½	Wartberg Securities	14.832
Bank A'stralia Corp. Fin. †	100	1982	5	15½	101½	Wartberg Securities	13.867
Nordic Investment Bank †	50	1982	5	14½	101½	CSIC	•
D-MARKS							
Westdeutsche Hypo †	100	1997	10	8	101½	CSFB-Effectenbank	5.532
Edeka UK †	100	1997	2½	100	100	CSFB-Effectenbank	2.500
Bank of America Corp. †	100	1983	6	5½	100½	Deutsche Bank	5.550
WestLB	300	1997	10	6	100½	WestLB	5.915
SWISS FRANCS							
Kurzwey Ltd. †	100	1982	-	17½	100	Credit Suisse	1.875
Kurzwey Ltd. †	100	1982	-	1½	100	Credit Suisse	1.500
Deutsche Landesbank †	100	1982	-	2	100	Bank Pichler (Swiss)	2.660
Wormsland Int. Fin. †	100	1982	-	15½	100	S. G. Warburg Sothe	•
Erste Bank, Oesterreich †	75	1982	-	5	100½	Deutsche Bank	4.942
Landesbank Baden-Württemberg †	25	1982	-	(2½)	100½	Deutsche Bank	4.500
Swissair Corp. †	25	1983	-	4½	100½	Credit Suisse	4.575
Auti Corp. †	150	1982	-	4½	100½	Swissair Corp.	4.535
Klima Sohne Co. †	10	1982	-	4½	100½	Fiji Bk (Schweiz)	4.693
Glanzstoff Maschinen Tools †	40	1982	-	4½	100½	Fiji Bk (Schweiz)	4.638
Mount Leigh Fin. S	100	1987	-	(3½)	(100)	S. G. Warburg Sothe	•
FRENCH FRANCS							
EDF †	1.5m	1988	12	8½	95.70	Societe Generale	8.104
LEXEMBONDS FRANCS							
Council of Europe †	800	1984	7	7	100	ED	7.800
Ecole Nat. d'Afrique Occ. †	300	1980	3	7½	100	Ecole Paribas (Lux)	7.275
Kosrae Oy †	300	1982	5	7½	100½	ED	7.425
STERLING							
CTI †	70	1987	10	18	101½	County NatWest	9.788
Prud. Financ. †	40	1984	7	10	101½	Baring Bros.	8.745
Relaid †	100	1987	10	10½	100½	Samuel Montagu	10.823
FINNISH MARKKA							
Outokumpu Oy †	200	1982	5	18½	100½	Kansallis Banking	16.118
GOLDENS							
Elders UK †	100	1987	10	2½	100	CSFB-Nederland	2.758
Aero Bank †	200	1982	5	6	100	Aero Bank	8.000
World Bank †	300	1987	10	6½	95½	ABN	8.319
YEN							
EDF †	250						

INVESTCORP

OVER \$1 BILLION IN TRANSACTIONS INCLUDING...

CORPORATE INVESTMENT

The announcement appears as a matter of record only.

MUELLER HOLDINGS CORP.
a company formed by members of senior management
and other investors
has been acquired by
Mueller Co.

This management buyout transaction was organized by
INVESTCORP

The underlined acted as financial advisor to Mueller Holdings Corp.
Merrill Lynch Capital Markets

June 1985

The announcement appears as a matter of record only.

Peebles Inc.
has been acquired by
Peebles Holdings, Inc.
a company formed by
members of senior management of Peebles Inc. and other investors
organized by
INVESTCORP

The underlined acted as financial advisor to
Peebles Inc. in this transaction

MORGAN STANLEY & CO.
Incorporated

October 1985

The announcement appears as a matter of record only.

CCI HOLDINGS, INC.
a company formed by members of senior management
and other investors
has been acquired by
CLUB CAR, INC.

The underlined has advised and assisted the transaction
organized the financial and
participated as one of the equity investors

INVESTCORP

December 1985

The announcement appears as a matter of record only.

TIFFANY & Co.
The business operations and holdings of the company have
been acquired by the management of Tiffany & Co. and a
group of U.S. and international investors
from
AVON PRODUCTS, INC.

The underlined acted as advisor to the negotiation and structuring
of the transaction

Shearson Lehman Brothers Inc. **INVESTCORP**

October 1985

The announcement appears as a matter of record only.

**BERTRAM YACHT RIVA YACHT
TROJAN YACHT**

has been acquired by a group of investors
in participation with
Whitaker Corporation

The underlined acted as financial advisor to
the negotiation, structuring and placement of
this transaction

Shearson Lehman Brothers Inc. **INVESTCORP**

March 1985

The announcement appears as a matter of record only.

A & W BRANDS INC.

has been acquired by a group of investors
through Digitex Corporation N.Y.

In participation with
Castile & Cooke Inc.
Chicorp Venture Capital Ltd.

The underlined has advised and assisted
this transaction with international investors

INVESTCORP

October 1985

REAL ESTATE INVESTMENT

The announcement appears as a matter of record only.

MANULIFE PLAZA
515 SOUTH FIGUEROA STREET, LOS ANGELES, CALIFORNIA
A 50% interest in this Class A office property
has been acquired by
**NOMURA REAL ESTATE
INTERNATIONAL INC.**

The underlined acted as financial advisor
to the seller

INVESTCORP

July 1985

The announcement appears as a matter of record only.

THE PACKARD BUILDING
15TH STREET, PHILADELPHIA
First Mortgage Finance
provided by
**GENERAL ELECTRIC
CREDIT CORPORATION**

The underlined acted as financial advisor
to the buyer

INVESTCORP

November 1985

The announcement appears as a matter of record only.

727 FIFTH AVENUE
NEW YORK, NY
has been acquired by affiliates of
PACIFIC REALTY CORPORATION

The underlined acted as financial advisor
to the seller

INVESTCORP

September 1985

The announcement appears as a matter of record only.

BEVERLY HOUSE
125-125 PARK ROAD, LONDON NW8
Development of fifty-six luxury apartments including Duplex Park
Construction Finance by
BARCLAYS BANK PLC.

The underlined acted as financial advisor to the investors

INVESTCORP

December 1985

The announcement appears as a matter of record only.

DOMINION POINT
AT LUDOWICI CENTER, VIRGINIA
Acquisition and development of two office buildings by
WAINTECH LIMITED PARTNERSHIP
Construction Finance by
NATIONAL BANK OF WASHINGTON

The underlined acted as financial advisor to the investors

INVESTCORP

June 1986

The announcement appears as a matter of record only.

RUSSIAN HILL TERRACE
LONGWOOD STREET, SAN FRANCISCO
Acquisition and development of 32 luxury
apartments and 10 houses known by
**RUSSIAN HILL I LIMITED
PARTNERSHIP**

Construction Finance by
BANKERS TRUST COMPANY

The underlined acted as financial advisor
to the investors

INVESTCORP

December 1985

UK COMPANY NEWS

David Lascelles previews the flotation of the UK's eleventh largest bank

Scandinavian Bank comes of age

THE CITY of London is having a strong identity of its own. This has raised questions about where it should go next, particularly since some of its owners now have big operations of their own in London.

Most other consortium banks outlined their usefulness and ended up being bought by one of their founders. But Scandinavian's owners have decided it should forge ahead on its own, and the flotation will, in a sense, mark its coming of age.

Though a UK-registered bank, Scandinavian still displays signs of its origins. Flaxen hair and liltng Nordic cadences are much in evidence at its headquarters beside St Paul's. It also depends heavily on Scandinavia for finance, company acquisitions, capital market issues and commercial lending.

Scandinavian belongs to that exotic breed known as consortium banks. It was set up in 1969 by several small Scandinavian banks who wanted a foothold in the London financial market but were too small to go it alone.

Today, Scandinavian is owned by Skandinaviska Enskilda Banken of Sweden (with 33 per cent), Nordea Bank of Norway (27 per cent), Union Bank of Finland (27 per cent), Privatbanken of Denmark (10 per cent), and Landsbanki Islands of Iceland (3 per cent).

Like many consortium banks which flourished on the London market, Scandinavian has reached the point where it has not only outgrown them but has acquired



Mr. Garrett Bouton, chief executive of Scandinavian Bank

and though Mr. Bouton says he still sees good growth prospects in the "Scandinavian niche" that is now only one of the operations. The bank's owners should enhance the bank's standing in the UK market and provide capital for growth abroad.

More recently, Scandinavian has begun to venture into new businesses on its own, notably private banking and investment management, which have been highly successful and account for as much as half its profits. The vehicle is its 76 per cent stake in Banque Scandinave en Suisse, its Geneva subsidiary which specialises in managing the financial affairs of wealthy individuals and has opened an office in London's West End.

The Capital Currency Unit, in which the bank's capital is now denominated, will form the basis for Scandinavian's flotation, though they will be listed and have their dividends paid in sterling.

The flotation will consist half of existing and new shares: the bank's current shareholders will reduce their hold-

ing to about 65 per cent, and the bank itself will raise more capital to boost its existing shareholders' funds of £126m. The five existing shareholders will all be bound by an agreement not to buy or sell any of their shares in Scandinavian for at least four years after the flotation.

The group, which was developed by Mr. Richard Andrew, formerly of Kleinwort Benson, recently struck its first major deal with Brewin Dolphin, the London stockbroking firm which specialises in private clients.

But it is the multi-currency capital scheme which is currently the most interesting. In a pioneering High Court decision last December, it received permission to transform its sterling denominated capital into a basket of currencies consisting of 50 per cent dollars, 20 per cent sterling and 15 per cent each DM and Swiss francs.

This mixture broadly mirrors the composition of its assets which means that, in future, the ratio between its assets and its capital (the key measure of bank strength) will remain constant, whatever happens to currency prices.

Previously, the bank's shareholders had to subscribe more capital every time sterling depreciated in order to keep the ratio in line.

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More details in the form of a pathfinder prospectus are expected within a week or so from Morgan Grenfell, the merchant bank, and Cazenove, the stockbrokers, who are handling the issue.

Not entirely by coincidence, Scandinavian has just reported some impressive results for 1986: pre-tax profits were up by 68 per cent to £26.6m, and the bank is in good shape.

The Swiss subsidiary whose earnings were boosted in sterling terms by the strong Swiss franc, Scandinavian, also pointedly said that it had made large provisions against possible loan losses to underline the strength of its balance-sheet.

What investors make of Scandinavian when it comes to market remains to be seen. They will have to get the measure of the institution, and then decide whether they like multi-currency capital. Mr. Bouton says the investors should not concentrate so much on the currency aspects but on the performance of the bank itself, which should be enhanced by the CCU and the greater certainty it brings to capital planning.

But he admits: "Whenever a new company comes to the market, investors like to make a comparison, to say this company is like another one that is already listed. But I have to say that there is no one you can really compare us to."

Sanders & Sidney for USM with £4m value

By ALICE RAWSTHORPE

Sanders and Sidney will introduce a new phenomenon on the United Securities Market tomorrow when it becomes the first outplacement consultancy to go public.

Outplacement is a relatively new concept in the UK. It was developed in the US and sprang up in the UK in the 1970s. Outplacement consultancies are contracted by large companies to offer advice and guidance to redundant executives when they attempt to find new jobs.

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BA allocations will favour small investors

By RICHARD TONKIN

MR JOHN MOORE, the Transport Secretary, said that the strength of response to the British Airways flotation had presented him with some tough decisions when it came to the outplacement consultancy to go public.

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Employment and recruitment consultancies have emerged as a fertile sector for the USM. One of the second market's most successful stocks, Blue Arrow which graduated to a full listing last year, was involved with staff recruitment.

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The USM will gain another new recruitment consultancy when Select Appointments goes public in late April.

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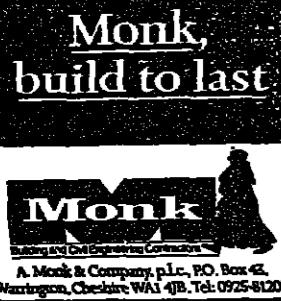
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AUTHORISED UNIT TRUST & INSURANCES

INSURANCE, OVERSEAS & MONEY FUNDS

CONSTRUCTION CONTRACTS

DIARY DATES



Turning the tide

The first link in the chain needed to complete the sea defence at Seaford has been put in place with the commencement from the Seaper division of Southern Water of the award of the contract for replenishing the beach.

The contract, valued at £2.5m, has been awarded to a Dutch firm, ZANEN DREDGING, who will be working in a joint venture with TARMAC MARINE. The total cost of the sea defence project will be £9m.

The contract involves dredging 1.5m cu metres of shingle from the seabed off Littlehampton and transshipping it by sea to Seaford Bay. The shingle will be pumped ashore through a pipeline laid on the seabed. Bulldozers will shape the beach to the required profile and the shingle spread will be 25 metres wide at the coast and then slope to the sea.

In August last year the Minister of Agriculture, Mr Michael Jopling, made a special grant of £8m towards the cost of the scheme. Already two contracts have been awarded at Seaford, construction of a 580m long groynes at the Splash Point has already been completed at a cost of £500,000 and the placing of large granite rocks to protect the foot of the seawall over half of its length will be completed soon at a cost of £1.4m.

Zanen Dredging will be mobilising its dredgers and equipment in March and hope to start pumping shingle ashore in April. Work will commence at the eastern end of the embankment at Splash Point and move westwards towards the Buckle Inn. The pumping will take three to four hours twice daily. Because of the high cost of the equipment, work will be on a continuous basis, seven days per week. Placing of shingle is expected to be completed by September.

GARDNER & THEOBALD has been appointed quantity surveyors by Bristol (Development) for Phase II of the Glasgow office project. The work involves construction of a seven-storey reinforced concrete office block extension of the existing building with granite cladding and curtain walling to elevations and full air-conditioning throughout. The contract is a management contract and is valued at £4m.

Surrey Docks housing development

The GLENLION GROUP has secured contracts worth £17m for new build and refurbishment works.

Heading the list is a £3.6m subcontract to construct, on two sites alongside the Green Lane Passage, 140 luxury dwellings with adjacent underground car parks. Glenlion has imported a European tunnel formwork system for the in situ pouring of concrete superstructures and below ground parking facilities.

The concrete contractor will be chosen in a design and build scheme of 34 flats and 17 bungalows at Wigston, Leicestershire, for Oadby and Wigston Borough Council; 68 flats worth £1.8m for Dartford Borough Council; 53 flats worth £1.4m at Nottingham for the Metropolitan Housing Trust; and a residential scheme of 68 flats for sale to the elderly at Leighton Buzzard on behalf of developers Retirement Appreciation.

Other Local Authority and Housing Association awards for lower school to a site alongside the existing upper school. The new facilities are part of a build exchange agreement enabling Glenlion to develop the vacated land. New quality executive homes will be built and offered for sale following pupil relocation and demolition of redundant buildings. Design and construction costs for the school and proposed housing are £1.5m and £1.7m respectively.

The two contracts in the commercial sector will be let on a design and build scheme of 34 flats and 17 bungalows at Wigston, Leicestershire, for Oadby and Wigston Borough Council; 68 flats worth £1.8m for Dartford Borough Council; 53 flats worth £1.4m at Nottingham for the Metropolitan Housing Trust; and a residential scheme of 68 flats for sale to the elderly at Leighton Buzzard on behalf of developers Retirement Appreciation.

Other Local Authority and Housing Association awards for

housing and refurbishment works include 15 family houses at South Norwood for (TS3) London Borough of Croydon (£530,363); and houses at Burgh Heath for Epsom and Ewell Borough Council (£206,818); extensions and alterations to form 35 aged persons units at Shirley, Surrey, for Methodist Homes for the Aged (£750,692) and modernisation of 30 family dwellings for the London Borough of Barnet (£281,203).

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Mixed bag for Lilley

F. J. C. LILLEY, the Glasgow-based building and international construction group, has been awarded a number of contracts in the UK totalling £16m in January. Among the larger contracts received, Eddi will be undertaking a £2.95m reconstruction of the M6 motorway for Cumbria District Council. Construction will be engaged in the harbour improvement at Kinlochleven for the Highland Regional Council (£3.5m); MDW has been awarded the management contract for Phase 2 of the British headquarters extension (£2.7m) and Eddi is providing a pumping main at Renfrew for Strathclyde Region worth £1.36m and has secured a contract from Nottingham City Council for a pipeline (incorporating a tunnel and laid

open-cut) for just under £1m. In the south, Lilley Construction will be building additional facilities for the disabled at CARE village near Arundel (£1.2m).

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Closing prices, February 8

NEW YORK STOCK EXCHANGE COMPOSITE CLOSING PRICES

Continued on Page 27

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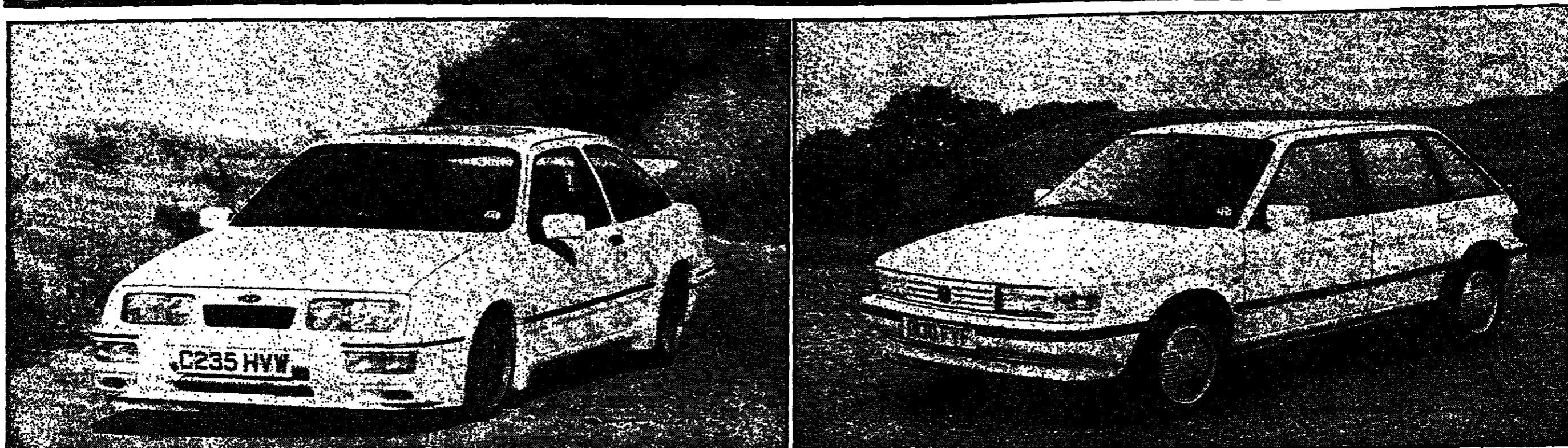
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Contract Hire

Contract Hire available for Business Users only (offer does not include Channel Isles or Isle of Man).

Vehicle Fleet Management 4



The Ford Sierra RS Cosworth and (right) the MG Maestro 2.0 EFi designed to appeal to young executives

In-house Management

Move towards more choice for company car users

THE COMPANY CAR fleet can be an organisation's most difficult administrative problem, given the move towards greater freedom of choice for company car users, encouraged by "niche marketing" by the car makers.

More manufacturers are bringing out precisely-targeted models such as the new Austin Montego 2.0Si which lines up against the Vauxhall Cavalier Sri and the revamped Ford Sierra 2.0iS. All three are designed to appeal to young executives with sporty instincts.

Mr Tony Vernon-Harcourt of Monks Guide* says that more choice is being offered to company car users, right down to sales representative level.

Monks' 1987 survey highlights a 7 per cent growth in choice for directors of companies, with 65 per cent allowed to choose any make or model of vehicle.

Eight per cent more senior managers, or 53 per cent are allowed free choice, 4 per cent more area sales managers (38 per cent) and 3 per cent more sales representatives get a

choice, those salesmen representing 34 per cent of the sample.

This has a bearing on the way company car fleets are administered, with a move towards contract hire continuing to accelerate. The leasing and hire industry puts growth at around 15 per cent a year.

The same survey shows that from a sample of 210 companies operating 90,000 cars, 70 per cent favoured outright purchase compared with 73 per cent last year.

Leasing saw no change, with 14 per cent of each sample.

Contract hire, with vehicle acquisition and fleet management bought in as a package, moved from 13 per cent in 1983 to 16 per cent this year.

Many companies which had experimented with contract hire in the year ended by moving over to the system completely.

Mr Vernon-Harcourt said it is not possible categorically to identify one method of financing the company fleet as more beneficial than another. Much

depends on the circumstances under which the company is using its cars.

But he felt it was clear that contract hire has become more popular than finance leasing and lease purchase, largely because companies want to avoid the maintenance costs and residual value risks which are part of leasing and lease purchase.

The move towards contract hire is likely to receive a boost from the new statement of standard accounting practice (SSAP) 21, which requires finance leases to be capitalised on the car user's balance sheet, Mr Vernon-Harcourt says.

He says outright purchase has benefits in terms of cost and flexibility.

It does mean a cash call on the company's resources, so cost evaluation is a question of assessing how profitably the funds can be deployed which would otherwise be tied up in the purchase of cars.

Only a thorough and detailed appraisal will determine whether the cost of outright purchase is an option for cash-rich companies. The move towards other methods is

seen by the industry as a result of the squeeze on liquidity from the years of recession and the realisation by managers that other methods of fleet control and financing should at least be examined.

On and off-balance sheet methods exist, covering methods from outright purchase to various lease and contract hire arrangements. On the balance sheet, outright purchase can be the cheapest, though most companies do not identify all the costs involved in their various departments.

But it is not necessarily the most cost-effective method, given the call on the company's liquidity and cash flow.

Purchase is not now widely used by companies as a form of credit, and it is usually the most expensive, with interest at a flat fixed rate.

Contract purchase, or lease purchase, is a system where the full capital cost is not paid off during the period of operation. A final "balloon" payment is built into the calculations, so monthly payments cover anticipated depreciation and funding charges.

This cuts the outlay and gives better cash flow, though the larger "borrowed balance" means higher interest charges. The hirer then pays "balloon rental" on termination. In practice the lessor disposes of the vehicle and settles the balance.

A flexible or open-ended lease is similar but allows the lessor to pay a predetermined settlement figure on early termination.

A "balloon" lease instead sees the lessor paying "balloon" rental on termination after an agreed period.

Because they carry the risks and rewards of ownership, these lease types will have to be included in the lessor's balance sheet from April this year.

If the risks and rewards of ownership are carried by the lessor, it is treated as an operating lease under the new rules, is not shown on the balance sheet as assets and cosmetically improves gearing.

This method principally covers the increasingly popular contract hire with or without maintenance.

Under this the lessor bears depreciation and maintenance costs and risks, and receives the sales proceeds when the vehicle is sold.

Large companies may use their own group financial strength to buy money on the markets. But there are more links between the large finance houses and specific lessors, Forward Trust and Avis, Lombard and Lex, UDT and Swan Rentals, for example. And finance houses such as Lloyds Bowmaker have specific schemes to back dealers.

Finance for leasing and contract hire depends on the status of the lessor.

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The scheme allows operators to use the minimum number of personnel to control the fleet, using the management company's cost control system.

Short-term rental is another option, normally used as a supplement to contract hire and other methods, with rental costs written off as trading expense.

Finance for leasing and contract hire depends on the status of the lessor.

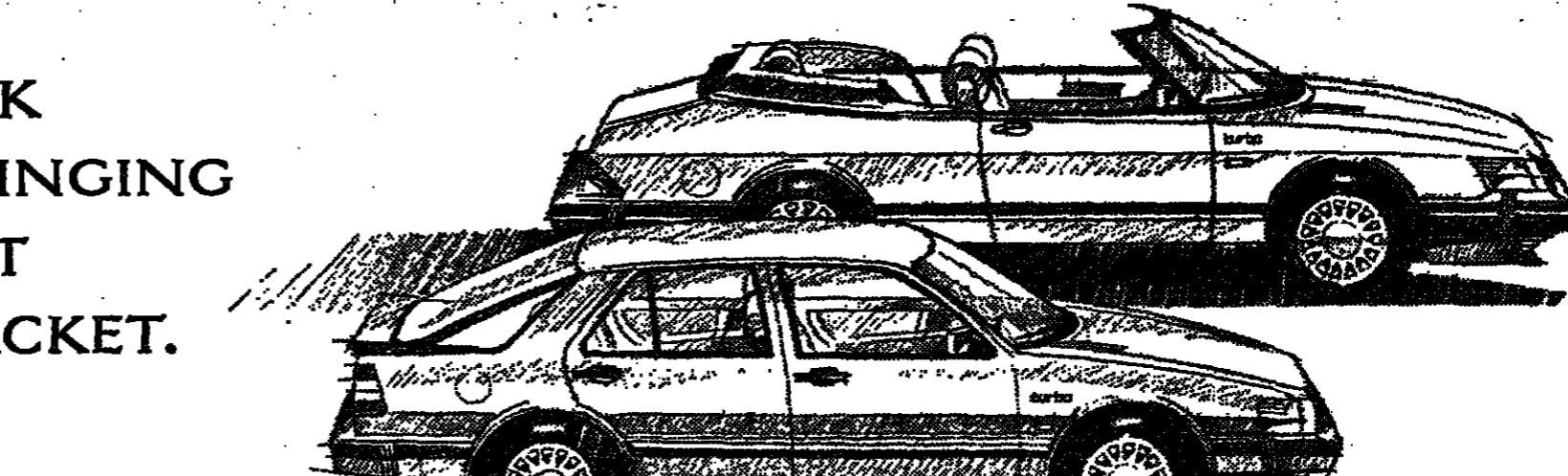
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Graham Sidwell

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Vehicle Fleet Management 5

Tax benefits

Strong factor in pay packages

THE PROVISION of fringe benefits in a tax-efficient way remains an important element in the pay packages which employers put together for higher paid employees, and the company car is probably the most popular and visible of these. This is despite pressure by the Government through the tax system to limit such benefits.

An employee is defined as "higher paid" if he or she earns £2,500 a year or more and their remuneration includes not only salary, commission and bonus payments but also benefits in kind, valued as if the employee were higher paid, and any expenses, irrespective of whether they are taxable

because he gets a personal benefit from them.

The only deductions allowed for this purpose are for those expenses covered by a dispensation obtained by the employer and for pension scheme contributions.

Employees who are not within these definitions are unlikely to get caught by the benefit in kind rules, provided that certain elementary rules are observed. An important one is that the provision of a car should not be in substitution for salary. To put it another way, the employee should not be able to claim an increase in salary if he gives up his company car.

When the separate regime for taxing benefits on directors and

higher paid employees was completely recast in 1976, a new scheme for taxing the provision of company cars for employees was introduced. The 1976 legislation introduced the concept of the "scale" or "table benefit." This lays down that the value of the taxable benefit of the provision of a car to an employee is to be determined by a scale depending on the car's size, cost and age. This scale is normally adjusted annually; the amounts applicable for the tax years 1986/87 and 1987/88 are shown in the accompanying tables.

No adjustment is made for business mileage, except:

- Where the business use is less than 2,500 miles a year the

scale benefit is increased by 50 per cent.

Where the business mileage is 18,000 miles a year or more the scale benefit is reduced by 50 per cent.

Adjustments to the scale figures are also made where the car is off the road for a material period and where more than one car is provided. Not surprisingly the scheme extends to cars provided for the use of members of an employee's family.

This scale applies only to the provision of a company car and therefore covers the benefit of depreciation and expenses such as fuel, insurance and maintenance, insurance and licences. All these expenses should be deductible by the employer in accordance with normal tax principles except that some adjustment may be required where the car costs more than £28,000.

A separate scale applies where petrol is supplied by the employer; again this depends on the size and cost (but not age) as shown in the tables. A 50 per cent reduction for high business mileage (18,000 miles a year or more) is given as in (b) above, but no increase is applied for low business mileage.

Where an employee makes some contribution for his private use of the car this is deducted from the scale figure

in arriving at the amount on which he is actually taxed. However no adjustment is made for any contribution for private petrol unless:

• The employer is required to make good the whole cost of the petrol taken for private use and one car is provided. Not surprisingly the scheme extends to cars provided for the use of members of an employee's family.

This scale applies only to the provision of a company car and therefore covers the benefit of depreciation and expenses such as fuel, insurance and maintenance, insurance and licences.

It follows therefore that to be tax effective any contribution by employees should be related to the provision of the car only and not be in respect of petrol.

The actual cost to the

employee is income tax at his

top rate on these scale amounts

after allowable contributions.

It is possible that for an individual with a low private

mileage the cost in extra tax,

particularly on the petrol scale,

can exceed what it would cost

out of his own pocket; if this is

the case it may be appropriate

to consider some other arrangement.

So far as employers are concerned an added problem and an added cost has now been brought in as regards Value Added Tax, Customs & Excise

have sought in the past to apply

VAT to the private use of such

cars by individuals but without

great success. Proposals were

made by C&E at the end of 1984

that an appropriate proportion

of the running expenses of com-

pany cars should be identified

as attributable to their private

use and VAT should be charged

on the notional "supply" accord-

ingly.

However, apart from the

incidental difficulty of dealing

separately with those expenses

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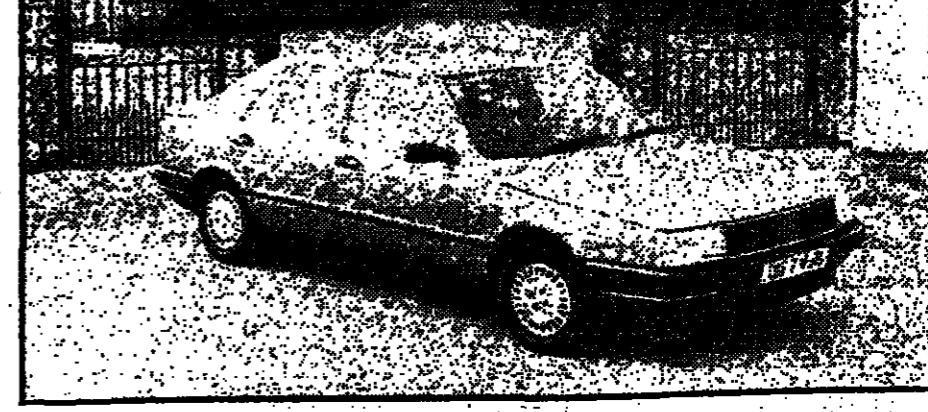
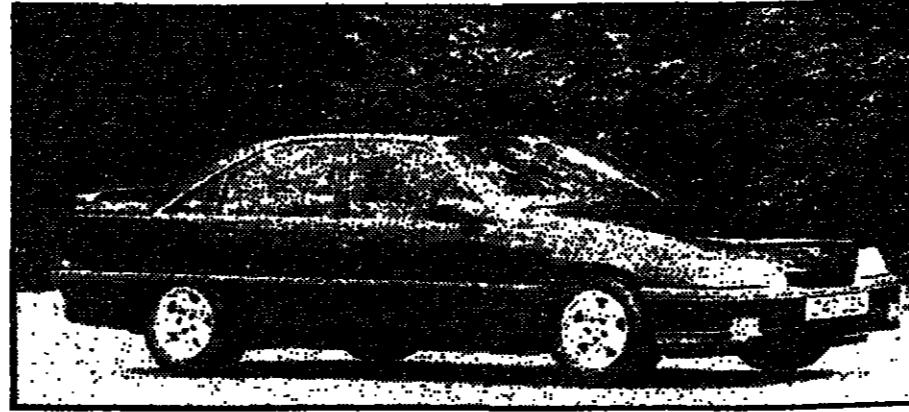
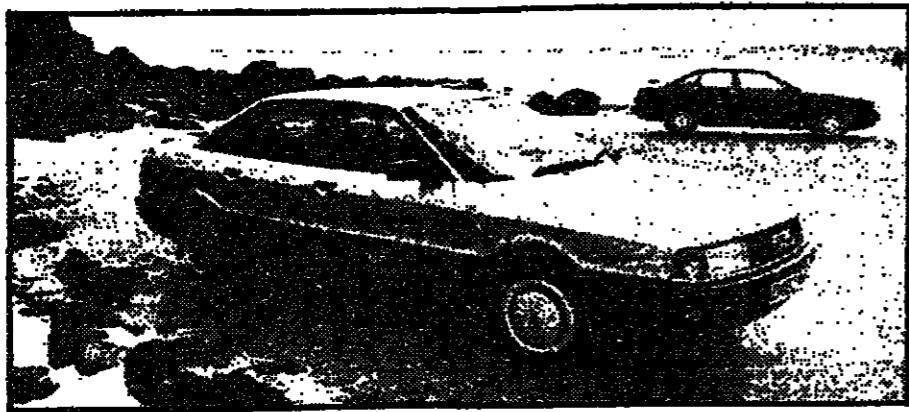
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Vehicle Fleet Management 6



The new cars

Variety of upmarket models with all the refinements

THE PAST year has seen the introduction of a substantial number of cars with appeal to fleet managers and business users. They extend still further the variety of models on offer to business drivers.

The range is being extended in part by the continuing emphasis on the user-chooser, who may opt in some cases for a model not included in the company's normal purchases.

The need in some companies to be flexible in the choices allowed, perhaps to attract staff, is also pushing choices further upmarket and among the cars looked at here are models that aim to provide the many refinements that a driver might expect if buying the car himself or herself.

First, the Audi 80. Though mechanically not much different from before, has an aerodynamically-styled body of exceptional efficiency and will appeal to buyers for whom the Audi 100—which it closely resembles—is just that much too big.

At present, the new body is offered only with a 1.8 litre four-cylinder engine in various stages of tune, but a 2.0 litre, five-cylinder is waiting in the wings. So, too, is a Quattro 80 with all-wheel drive, and its attractions will be obvious to any one who has had to drive in the recent snows.

BMW's big Seven-Series saloon is for the top manager seeking a change from his S-Class Mercedes or Jaguar. Though little different externally at first glance, the lines are subtly more elegant and BMW have poured vast sums of R&D money into making the new car more refined, economical and reliable than ever.

Ride, comfort and silence is now in the Jaguar class, and praise comes no higher. The BMW's classic in-line six-cylinder engine of three litres and 2.5 litres capacity do not have the increasingly fashionable multi-valve heads but still manage to produce higher output per litre than many engines so equipped.

Citroen, once so idiosyncratic as to be the stuff of which fleet manager's nightmares were made, has scored a hit with the mid-sized BX models which manage to be sophisticated and simple at the same time. The diesel version in particular has been sought after. During some months in 1986 it was Britain's best-selling diesel car.

The smaller AX, due to reach the UK this summer, could be called a car designed by computers to be made cheaply by robots. Lively and very economical to drive, it has the potential to win Citroen fleet business at the junior salesman level.

Fiat's Croma, a close though lower-priced relative of the Lancia Thema, is Italy's answer to the Audi 100 and Renault 25 and offers quite a lot of large and roomy car for the money. The Turbo is a notably high performer, too.

One of the most eagerly awaited announcements for fleet managers has been that of the Ford Sapphire—a booted development of the Sierra. Until Sapphire—it goes on sale on March 3—appeared, Ford was missing out on 40 per cent of potential buyers in the C/D class. The Sapphire must be a roaring success in its class. It comes with six equipment levels from the fairly basic to luxurious, and a choice of six engines, ranging from a 1.6 litre to a 2-litre with fuel injection.

Like the Sierra hatchback and estates, the Sapphire has suspension changes reflecting Ford's experience with high performers such as the Sierra 4x4 and RS Cosworth. Also new for 1987 are improved security and sound systems and the availability of ABS anti-lock brakes and air conditioning. So comfortable, lively and refined are the Sapphires that one can see them taking business not

only from other-make competitors but from the Granada as well.

Although the Honda Legend

for Britain is being made by

Rover Group, fleet managers

will probably feel it is too

Japanese to be considered as a

likely buy. They will go for the

Rover 800 (and the forthcoming

600) hatchback derivative due

for announcement at Geneva

Show at the beginning of March.

Although somewhat upstaged by

the new Jaguars, the Rover 800s

with 4-cylinder, 16-valve

engines and the Honda V6

powered 825 and Sterling, are

admirable cars. They will be

appreciated by business drivers

much more than might be sug-

gested by some of the early

reports in enthusiast motoring

publications.

Jaguar's XJ6, Sovereign and

Daimler saloons are everything

the senior manager demands of

a car. Their ride comfort and

isolation from road-induced

noise is approached by only a

handful of competitors and sur-

passed by none.

The new 2.9 litre and 3.6 litre

engines are more powerful and

economical than the larger

car昔 units they replaced and

are now matched with one of

the best 4-speed automatic

transmissions available.

Despite high-technology elec-

tronics in the engine manage-

ment system, anti-lock brakes

and instrumentation, the

Jaguars epitomise the under-

statement, the St James's Club

atmosphere of the traditional

British quality car. When car

makers in other countries try to

achieve it, the result is self-con-

scious. In the Jaguar, it simply

looks natural and correct.

The Mercedes-Benz 200-200

range of medium-sized saloons

continues to represent a yard-

stick against which other busi-

ness cars are measured though

the strength of the D-Mark

makes the price of the top-of-

the-range models look rather

expensive.

The Renault 25 continues to

offer a lot of comfort and

space for a modest out-

lay and has recently been

joined by the 21 range. Though

light in weight, these roomy cars

are as good as any in their class

for noise suppression, ride com-

fort and refinement, especially

in the transmission.

The 2-litre Rover 820E, with a

simpler kind of fuel injection

from the up-market models

listed at just under £11,000

which makes it look very good

value when compared with

many imports. This is a car that

can hold its own in fairly

exalted company.

The Bluebird front-wheel

driven saloons are now being

made at Washington, Tyne and

Wear, and are British enough

to be considered

as a good car.

The 2.0 litre Rover 200-200

range of medium-sized saloons

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expensive.

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* And your company may benefit from cash-flow and tax advantages.

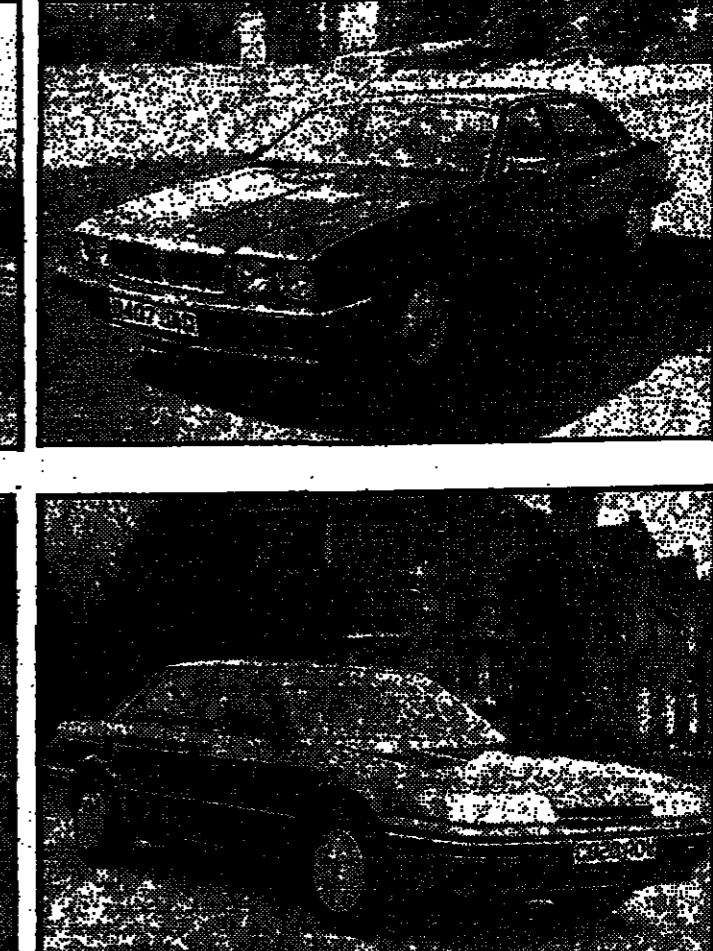
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Vehicle Fleet Management 8

Manufacturers

User-chooser fragments the market

THE BALANCE of power in the UK new car market swung in Ford's favour in 1986 after four years during which the company lost ground continuously to its major rival, General Motors, the Vauxhall-Opel group.

Not the least of Ford's achievements last year was what it dubs "a treble top." In other words, the Ford Escort, the Ford Fiesta and the Ford Sierra took the first three places in the list of Britain's top-selling cars.

Not since 1961 had Ford won all three top places—in that year it did the trick with the Cortina, the Escort and the Fiesta.

GM's Vauxhall Cavalier has taken one of the top three spots since then. The Cavalier spearheaded Vauxhall's remarkable revival which has seen the company's market share nearly double since 1980.

A great deal more has changed since the late 1970s when Ford's position seemed almost impregnable.

For example, no longer does one model dominate the new car market in the way the Ford Cortina once did. In its heyday the Cortina captured 12 per cent of all new car sales in Britain.

Last year the chart-topping Ford Escort accounted for only 8.3 per cent of the market, the Fiesta 7.8 per cent and the Sierra and Cavalier just over 6 per cent each.

Demand has been fragmented as more companies gave more say in the choice of their company car and the so-called user-chooser became an important factor in the market.

However, there was a large gap between the top five best-sellers last year—the Austin/MG Metro ranked fifth with a 5.8 per cent market share—and others in the list compiled by the Society of Motor Manufacturers and Traders (SMMT).

The highest ever annual new car sales in the UK were recorded in 1986, according to the SMMT figures. Registrations reached 1,882,475 or 2.75 per cent more than the 1985 level.

Mr Anthony Fraser, SMMT director, said, however: "Despite this apparent buoyancy, profitability for both manufacturers and dealers has been at a disappointingly low level."

But 1986 did not feature the "disorderly marketing" which created such a turmoil two or three years ago. Manufacturers moved away from giving dealers big extra bonuses so that large discounts could be offered to private buyers. More subtle persuasion, such as low-cost finance, was used.

But in the fleet sector it was business as usual—and that



John Bagshaw: Vauxhall walked away when the discount reached 50 per cent.

meant very deep discounting indeed. Mr John Bagshaw, chairman of Vauxhall, says that his company walked away from one major deal—for several thousand cars over three years—when the discount demanded reached nearly 50 per cent. "There is nowhere else in the world where that kind of discount is given," Mr Bagshaw points out.

Manufacturers claim they are not to blame for the discount war but that some major fleets enjoy playing Ford, Vauxhall and GM, the two major importers, supplied more cars from their UK factories. Ford boosted its UK-produced car sales from 271,525 in 1985 to 330,945, representing an improvement from 55.9 per cent to 64.2 per cent of the company's total registrations—the best for ten years.

If all goes according to plan, Ford hopes to provide 75 per cent of its UK car sales this year from the British factories. Ford says its UK plants have been consistently hitting scheduled production targets during

the big discounts on offer did not expand fleet sector sales unduly. The 1986 fleet car market—made up of purchases by companies which buy more than 25 cars a year—increased by only 1.3 per cent to 470,995.

This represented just over 25 per cent of last year's total registrations, not much changed from the 1985 level.

However, one reversal in the usual trend which was well-

come by the British motor industry last year was that for the first time since the 1950s the number of imported cars registered in the UK fell and the importers' share of the market slipped back.

Even so total imported car sales remained above 1m and the Japanese continued to benefit from the buoyant demand. Between them the Japanese companies registered a record 208,940 cars last year.

On the other hand, Ford and GM, the two major importers,

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been consistently hitting sche-

duled production targets during

the past 18 months. But the company insists it is just a happy coincidence that this has occurred at a time when it might be much more financially wise to produce in the UK than import from plants on the continent—particularly those in West Germany because the Deutsche mark appreciated by 25 per cent against the pound last year.

GM increased the UK content of total sales from 44.4 per cent (134,765 cars) to 56.2 per cent (159,785).

Vauxhall's John Bagshaw admits his company hoped to do better but could not afford to crank up output at its two UK factories to full capacity because demand does not yet warrant it.

Ford celebrated ten consecutive years of UK car market leadership by gaining share for the first time since 1982 last year. GM, on the other hand, lost ground for the first time in six years.

Meanwhile, the potential threat to both US groups by the state-owned Rover Group's car subsidiary, Austin Rover, faded in 1986.

Austin Rover's drop in market share was exceptional—more than two percentage points—and gathered speed as the year progressed.

That left Austin Rover with less than 16 per cent of its domestic market, the lowest level since 1982 when the merger from which the present company emerged began.

The underlying reasons for Austin Rover's spectacular decline can only be guessed. Some blame the political battles at the beginning of 1986, others by the senior management shake-up which followed. There are those who say that Austin Rover's model range simply is not attractive enough.

According to Mr Graham Day, installed as its new chairman, Austin Rover lacked "commercial punch" and he has begun to attend to that deficiency.

There is certainly a chance for Austin Rover to win back its market share from GM now that the Vauxhall Cavalier is running out of steam at a slow rate because it is well known that the model is to be replaced next year by a new car.

But Ford has radically revised the Sierra and introduced a booted version, and clearly expects to benefit most from the Cavalier's current weakness.

Austin Rover and GM were not the only companies to suffer falls in sales volume in spite of the peak demand last year. But the list was a relatively short one, including only Alfa Romeo, FSO, Jaguar, Lotus, Reliant and Renault apart from the previously-mentioned pair.

Alfa Romeo, the state-owned

Italian group, not only began 1986 by selling a majority stake in its wholly-owned import company in the UK to trading group Toster Kemiley and Milbourne, but also spent most of the year discussing which of two companies—Ford or Fiat—should take over the whole business.

FSO, the Polish cars, saw substantial changes in its dealer network which hit sales last year.

Jaguar was replacing its best-selling XJ6 with a brand new model and this was bound to have an adverse impact on sales, which the company expects to be only temporary.

Lotus says it was short of vital components for revised models because some of these said and were not of the right quality. It planned to lose sales rather than put sub-standard cars into the market.

Reliant, whose three-wheelers are not included as cars in the statistics, has not had the hoped-for results with its new SSI sports car.

Renault's problems were also those of supply. The new R21 family saloon did not arrive in the UK until July to replace the old R18 whose sales last year reflected that it was on its last legs.

Among those companies which outperformed the total market last year, Citroen, Colt (the Mitsubishi car imported by Nissan), Skoda and Volvo all claimed record UK sales.

Seat of Spain, now part of the Volkswagen-Audi empire, made an impressive start in the UK with nearly 6,000 registrations in its first full year—probably the best performance ever from a standing start.

Apart from Seat, the company with the greatest growth rate—a 45 per cent jump in registrations—was Hyundai of South Korea whose importer in the UK, International Motors, boosted sales from just under 5,000 to nearly 7,500.

International says it has taken since February 1982 to establish Hyundai in the UK but now the dealer network has settled down and the brand has won credibility. The target for this year is 13,000 registrations rising to about 20,000 in 1988.

Another company which believes it can make rapid headway is Citroen, part of the Peugeot group, now that its cars are more conventional and cost less to service. The BX medium car helped Citroen to a 25 per cent sales improvement last year, to 34,425, and the company expects similar progress in 1987 because it is soon to introduce to the UK its new small car, the AX.

But there is no denying that the 1986 car market belonged to Ford which managed a per cent increase in registrations from a very high base so that its UK sales topped 500,000 for only the second time in its history.

Kenneth Gooding



Interior of Jaguar's new XJ6 launched last year.



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'Check the season before you trade'

THE NUMBER of cars handled by the used car trade this year is likely to increase by 10 per cent on 1986, while values are expected to hold their own. Indeed some observers say that used car prices are not only rising faster than inflation, but faster also than new car price increases.

However, the wide variety of factors affecting residual car values makes extrapolation dangerous, even from such generalisations.

Looking at individual makes, the Ford Sierra is holding its value, while the majority of the smaller cars do consistently well, with Ford cars such as Escorts and Fiestas faring slightly better than most in this group. The "go-faster" versions of smaller cars, such as Golf GTIs, and the Peugeot 205 are perceived as more desirable and also fetch better prices.

More expensive cars depreciate more heavily than ordinary cars, as a rule. But individual factors can change that. For example, cars which are in short supply or have "desirability" often retain a higher residual value. Timing of disposal can also make a difference.

"It is very important to market the used car, rather than just sell it," says John Cullum, managing director of fleet management company, PRR. "This means identifying the correct route for each vehicle, not merely treating them all the same, looking at how the market place is currently operating and predicting trends.

"Different cars fetch better prices at different times of the year, in various places all over the country. Sometimes auctions are better sometimes trade or retail."

"It is also important that the car is actually for sale and preferable to be inspected. The trade is not interested in making bids for fun."

The price offered will depend mainly on the perception of the vehicle on the used car market, and the history of this type of vehicle.

The "Talbot" was a reasonably good car, but lost a lot of value, simply because, for no apparent reason, it was badly thought of by drivers.

Car manufacturers can deter-

mine residual values in a number of ways, by discounting on new cars, for example.

"But companies can be in danger of overestimating or under-estimating depreciation of car prices," says Prof. Rhys. "It's not so simple for manufacturers to push up prices in line with such changes. They would like to, but dare not," Prof. Rhys says.

"Even makes such as Porsche and BMW, for which price is not at present critical, may find themselves being compared, unfavourably, with comparable UK-badged vehicles, such as Jaguar."

"Residual values are a function of supply and demand conditions in the year in which a car is sold, not when it is bought. It is this year's discounting that will tend to depress secondhand prices in 1987."

More reliable predictions can be made, perhaps, on the effect that the introduction of a new model will have on the residual value of an older model after one year when the new model starts to feed through into the used car market.

If anything, Prof. Rhys foresees a possible easing of discounting. "Such has been the competition in the motor industry since the early 1980s, that it is very difficult to point to any car not affected by discounting, even the leading Japanese makers, such as Nissan."

He suggests that some people are now hoping that there may be an easing of discounts with the exchange rate affecting car prices in Germany, for example, which are not only rising faster than inflation, but faster also than new car price increases.

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Car manufacturers can deter-

mine residual values. But other special promotions targeted at the fleet market, for example sun roofs fitted as standard on certain models, actually reduce the value of the same model which does not have the "extra" fitted.

"Sometimes manufacturers will 'dump' their own demonstration, used cars or car rental support vehicles on the market, so reducing the price paid for other young, low mileage vehicles," John Cullum says.

But more than anything else, selling prices can be improved by greater care by the driver. A careful driver attends to regular servicing, keeps his car washed, prevents rust from spreading by covering stone chips and any accident damage repaired properly.

Most used cars are sold from the outside in, so drivers who are careful with their vehicles will normally achieve higher sale prices. The vehicle's colour can also impact on its appearance, with metallic and bright colours retaining their looks well, but white goes yellow over time and body damage is harder to match.

Age and mileage can also affect the price achieved. "A three-year-old car that has done 100,000 miles has very few places to go in the used car market," says Bob Rider, director and head of the operating lease division of Leaseplan UK. "Rents on the older model will start to increase, though because we have advanced intelligence of the introduction of the new model, we are unlikely to 'penalise' the lessee."

Similarly, a car should offer what is expected, and the extras should be in line with the type of vehicle. For example, a sensible executive-type car placed on a tied import coming from Vauxhall or Ford. The depreciation of the DM, says Rider, reduced its operating profits by £25m last year, with Ford suggesting a figure of £200m. The depreciation of the Yen could also affect Japanese manufacturers.

"But with the market remaining limited editions can often be good packages, so increasing

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Vehicle Fleet Management 9

Profile: Coopers & Lybrand

Profiting from flexibility

IT IS NOT unnatural to expect an accountancy group such as Coopers & Lybrand to be extremely competent when it comes to the day-to-day management of its own business.

The firm has grown by about 300 per cent in the past six years and its 3,500 professionals brought in some £120m in fees during the last financial year alone.

Why then does Coopers & Lybrand, so management-oriented, rely on an outside company for so much of the acquisition and operation of its fleet of cars, now well over the 1,000 mark? The answer, it says, is that the commercial advantages, in terms of flexibility and cost-effectiveness, are too strong to resist.

The requirement for this kind of ultra-specialist service reflects the rapid growth of financial and management consultancies in the first half of this decade.

It is this growth which has led to the creation of the more sophisticated pay packages needed for the acquisition, reward and retention of an ever-expanding (and often high-flying) group of employees.

The first generally-available car scheme on a structured basis began at Coopers & Lybrand in mid-1979, when the fleet numbered about 50 vehicles. These tended to be the preserve of the senior managers and senior management consultants.

Since that time, the number of cars has increased more than 20-fold, and has actually quadrupled in the past two years alone as the firm has expanded.

"We're dynamic and diversifying very rapidly," says partner Ian Dilks. "The increasing and changing demands on our staffing policy, and we need to recruit to match this.

"Our car scheme therefore has to be easily understood, flexible, and has to be attractive to different staff levels while recognising their particular needs."

Until mid-1986 the employee's choice of vehicle tended to be fairly limited. Coopers & Lybrand operated a fleet list with five or six models per grade, and up until 1984 had also imposed restrictions on marques.

From last July, however, an important modification was introduced. Although a "base list" of models is still maintained, staff may now choose any vehicle within reason, as long as any additional cost is paid by the employee.

Profile: Jaguar Cars

Benefit package for employees

ANY COMPANY which finds itself detached from a large group has many management problems to overcome, and one of these is how to re-organise, if necessary, the way the company car fleet is run.

One company which faced this problem recently, and should have had little difficulty solving it, is Jaguar Cars, which was part of British Leyland before its successful privatisation.

Senior executives who drive Jaguars, of course, although they have them replaced less frequently than they would like, owing to the strong demand for the cars.

The immediate response to the problem—which was that the Jaguar division had only a small number of fleet cars compared with the large number within Austin Rover as a whole—could not be solved immediately and the BL management system had to be retained initially.

Like many motor companies, BL operates a management car plan, providing company-made cars at relatively low cost, and this has been retained by Jaguar in a modified form. In addition, the company provides about 50 other company cars in the normal way for employees who need them for work purposes.

Under the management car plan, which is essentially a benefit package for employees, Jaguar purchases cars direct from Austin Rover and leases them to about 800 employees at rates which are generally lower than those offered by commercial leasing companies.

Mr Howard Davies, Jaguar's manager of company vehicles, says Jaguar decided to continue the scheme after the split from BL because it was a benefit which was valued by employees.

The whole range of Austin Rover cars was available to employees, he points out, with lease costs ranging from about £40 a month for a Mini to about £110 a month for a Rover.

The cost of administering the scheme was relatively low, since a department was needed in any case to run the normal company car fleet, and could be run by "a small staff with a big computer." This consists of a manager and two administrators, dealing with the purchasing and selling of cars, and with payments, which are normally deducted from pay.

Lorne Barling



Paul Sheffrin of Coopers & Lybrand: the fleet strategy was reviewed.

car, what sort of work should be expected and what the cost ought to be. We can't do that; we don't have the expertise."

Fortnightly invoices enable exceptional charges to be flagged up and queried: "We do go through the details with PHH—it's a useful way of flagging up when a car is becoming a rogue."

Coopers & Lybrand recently reviewed their fleet vehicle strategy, reappraising the benefits of vehicle ownership

with in-house management; using management services only; contract hire; and leasing.

"In the end we stayed with PHH," said Mr Sheffrin. "We were rather attracted by their submission that they were in the business of managing risks, not taking risks. That appealed to us. Their service is not to take the risk away, but to give us the advice that keeps those risks to a manageable level."

Lorne Barling

NATIONWIDE Building Society, shortly to merge with the Anglia Building Society, is an organisation with access to inexpensive capital funds, and has therefore chosen the most logical method of car fleet acquisition—direct purchase.

Nationwide currently operates a fleet of about 550 cars, but with its recent expansion into house sales through the Nationwide Estate Agency, the position could change considerably, with a requirement for 400 to 500 additional cars.

The existing fleet is now administered from within the company by a staff of three and a highly-computerised system, and this is regarded as very cost effective, with cost comparisons against other fleet systems being made from time to time.

Research by the company has firmly established that the highest cost of fleet operation is the purchase of capital assets, since this can be reduced through in-house capital expenditure and normal depreciation, direct purchase was the best option, according to Mr Chris French, the company secretary.

However, Nationwide will have to "bid" to provide the additional cars for the estate agency network, and prove that it can provide them at as good or a better price than any competitor, which will no doubt provide a challenge for contract hire companies.

Mr French points out that it would, of course, be an advantage for Nationwide to run the new fleet, since it would reduce the overall management costs for the expanded fleet.

At present, cars are provided for head office staff above a certain grade, for branch managers and for a number of surveyors and field staff. Business mileages are not normally very high, with the exception of surveyors.

As with other companies competing for high-quality managers, senior staff are provided with cars regardless of the business requirement, although they are generally needed for some purposes.

Nationwide has also used its administrative capability to best advantage, having suitable computer programs developed for the purpose of running the fleet. This also provides the ability to fully comprise all functions, such as insurance, accident, claims, road tax, purchasing and disposals.

About 250 new cars are bought each year, with existing ones being disposed of before they reach 50,000 miles, and a policy of buying British-made cars is generally adopted, although some foreign models are offered, mainly to more senior staff.

Nationwide has volume buying arrangements with Ford, which is closely monitored.

Vauxhall and Austin Rover, and a typical range of cars on offer to junior branch managers would be a Ford Escort, Vauxhall Astra, Peugeot 305 (qualifying because it is built at Ryton) and the Austin Maestro.

Senior branch managers would be offered an Austin Montego, Ford Sierra, Vauxhall Cavalier, or a higher specification Peugeot 309. Head office managers have the choice of Ford Granada, Vauxhall Carlton, a high-specification Montego or a BMW 316. Some Volvos are also provided.

Nationwide has also been providing an increasing number of diesel cars, which are an option for high-mileage users. It is recognised that it is worth the additional initial investment for any user who does more than 60,000 miles in three years. However, the purchase price, and resale value, of diesel cars is closely monitored.

Mr French said that British manufacturers had been slow to provide competitive pricing for good performance cars, and Continental models had generally been bought, but this was now beginning to change.

Disposal of cars is normally handled by Nationwide, through long-standing arrangements with dealers, although staff can buy their cars if the price offered is in line with expected resale value. Cars are auctioned from time to time,



Chris French: satisfied

particularly if they are difficult to dispose of by other means.

Overall, Mr French is satisfied with the way the society's fleet management is carried out, but cost comparisons with leasing and contract hire are made. Three years ago, such an exercise was implemented, taking into account all factors such as management time, cash flow and capital costs, and it showed that the present system was the best option.

Lorne Barling



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Vehicle Fleet Management 10

Distribution fleets

Pattern of continuous change

THE GROWTH of the larger multiple retail chains, the increasing use of computerised technology and the ever greater cost of running commercial vehicles are three of the major factors combining to change the face of distribution fleet operations in the UK.

In so doing, they are helping to maintain the pattern of continuous—and more recently, rapid—change which has been a feature of road transport since the end of World War Two. Initially, for example, nationalisation of road transport in 1948 caused many manufacturers to develop their own-account distribution fleets to avoid using the nationalised structure.

In later years, expansion of the UK's road network, particularly the advent of motorways, helped road freight operations generally to develop at the expense of a declining rail system.

Now, one of those pendulums of change is definitely swinging the other way and the second could be in danger of getting stuck if not actually changing direction. Specifically, more and more distribution operations are coming under the control of retailers, rather than manufacturers.

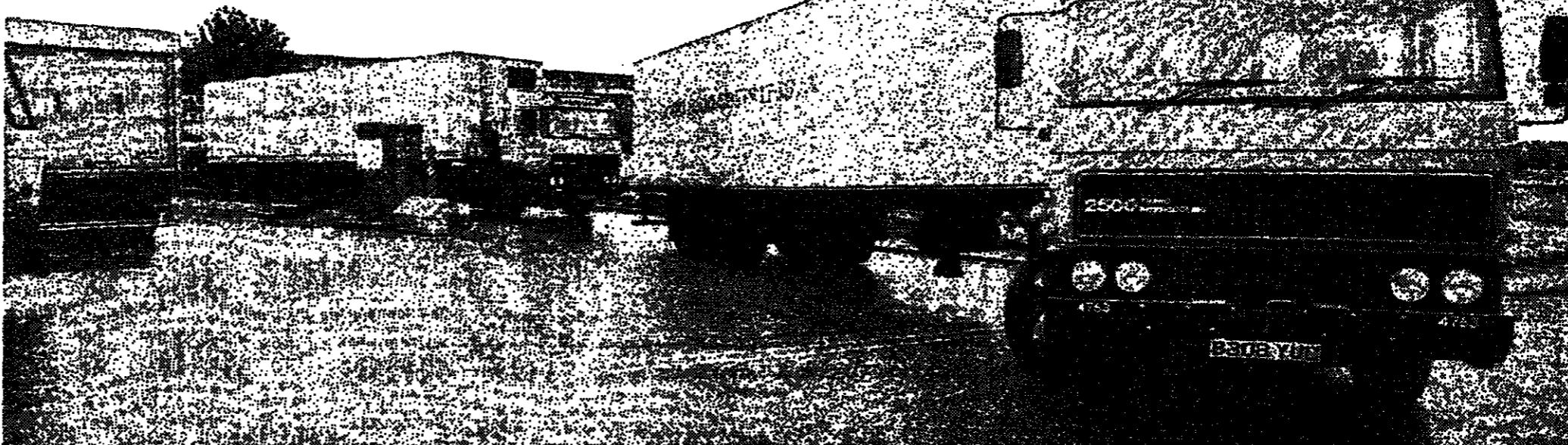
At the same time, fears are growing among distribution/road transport executives that with UK's planned motorway network now virtually complete, likely growth in traffic will necessitate substantial maintenance work on heavily-used sections and lead to increasing delays and diversions for commercial vehicles in the coming years.

Hand-in-hand with those fears

are worries over more general environmental issues.

"With vehicle operating costs as high as £25 an hour, delays can be very expensive indeed," said Mr Tony Stanton, managing director of Tate & Lyle Distribution Services. "Just an hour's delay per vehicle per day would represent about £1m a year to T&LDS. A single 20-minute delay on all freight traffic nationally would cost the economy £22.5m."

Environmental pressures



are unlikely to diminish and we must expect continuing calls for restrictions on freight vehicles, unless more expenditure can be allocated to eliminating through traffic from towns and villages, while still providing for the needs of access."

Environmental problems make up just one of the factors which are encouraging a growing number of manufacturers and retailers to opt out of running part or all of their distribution activities in favour of using outside contractors.

Another problem is cost, with a new heavy goods vehicle now priced at £40,000 or more and running costs escalating at the time.

An indication of the latter came from the Freight Transport Association last month in its pre-Budget submission to the Chancellor of the Exchequer.

According to the FTA, the average 38-tonne articulated truck attracted £9,445 in vehicle tax—vehicle excise duty and fuel duty—in 1986, equivalent to 19 per cent of total running costs.

The extent to which manufacturers and retailers are opting out of direct distribution fleet operations can range from merely replacing ownership of vehicles with some form of con-

tract hire/fleet management arrangement through to full contract distribution agreements under which the manufacturer or retailer hands over the whole operation to a third party specialist.

Confirmation of those trends came with the publication of a report by prominent contract distribution organisation Lowfield.

Based on research carried out last year by KAP Development, the study involved interviewing a total of 82 retail manufacturers and organisations in the food, confectionery, drinks, household goods and over-the-counter sectors.

According to Lowfield, that

research showed that among the manufacturers spoken to, 12 per cent ran their own distribution operation and did not use distribution contractors; 39 per cent used distribution contractors only and 49 per cent ran their own operation and used distribution contractors.

In the retail sector, 23 per cent of organisations ran their own operation and did not use distribution contractors; 15 per cent used distribution contractors only; 54 per cent ran their own operation and used distribution contractors; and 8 per cent had no distribution operation, taking all of their deliveries direct from supplier.

Similarly, a recent report by the NFC Distribution Group claimed that a study of the largest manufacturers involved in grocery supply revealed that 22 per cent of such organisations had retained an in-house distribution operation and were taking steps to improve its economic viability, for example taking on third-party business.

In all, 42 per cent still had some in-house operation, but also used a third-party distribution service; and 29 per cent contracted out all work to third-party distributors, which could be on a dedicated or common-user basis.

"The trend has been, and is expected to continue towards, the third option," added the NFC Distribution Group.

Helping to accelerate that pattern is a growing awareness of the need to view commercial vehicle fleet operation and distribution in general as just one cog in a company's overall production/sales process.

Operation of a road transport fleet is increasingly seen as one part of an overall equation which includes the capital cost of distribution operations in terms of vehicles, drivers and so on; the cost of inventory levels, the sales value of greater stock availability and the marketing value of instant management information.

Tied in with that, is the development of computerised systems able to capture and process a wide range of information covering every aspect of a particular sales and distribution operation. In that context, the emphasis where developments

are concerned is on the

use of modern practices such as computerised ordering and stock control, route designation and bar-coding.

route designation and bar-coding.

will make it incumbent upon contractors to offer increased geographical coverage.

"Independents are expected to make greater use of wholesalers, thus reducing the number of manufacturers' direct deliveries."

The result of such developments is that manufacturers' own-account operations, particularly those run as operating divisions of the companies concerned, have often come under

severe pressure. With high fixed costs, such operations have become a financial burden for many manufacturers, particularly at a time of increasing economic pressure for cost-efficiency.

The NFC Distribution Group, comments: "The final result of this development cycle has been the growth of specialist distribution companies who have aligned themselves with the retailers and manufacturers. Such companies carry out more contract and dedicated work than common-user distribution."

In the specific area of distribution fleet operation, a number of different computer packages/systems have been developed with a view to improving the efficient of goods movements, vehicle-routing, and delivery schedules.

Over the last decade or so, though, undoubtedly the most significant factor affecting the operation of distribution fleets has been the growing role of the larger retail organisations, particularly in the grocery sector, using their massive buying power to increasingly influence and control the distribution of goods.

With the retailers developing their own centralised supply arrangements, manufacturers have for their part had to tailor their arrangements in the face of declining demand for own depot networks.

"The biggest influence on distribution practice is anticipated as being the growth in retailers' central warehouses," claims Lowfield. "The decrease in regional depots and high street deliveries, coupled with introduction of modern practices such as computerised ordering and stock control, route designation and bar-coding, will make it incumbent upon contractors to offer increased geographical coverage.

"Independents are expected to make greater use of wholesalers, thus reducing the number of manufacturers' direct deliveries."

The result of such developments is that manufacturers' own-account operations, particularly those run as operating divisions of the companies concerned, have often come under

However, while the rise of the larger retail organisations has led to substantial growth in the development of contract distribution operations, there is still a strong demand for common user distribution services where a third party operates for more than one customer on the basis of shared use of facilities and resources.

Again, changes in the pattern of manufacturer/retailer supply operations over the past decade have inspired a number of developments in that sector.

Prior to the rise of the big retailers, most manufacturers ran their own distribution fleets to make deliveries to customers, limiting the opportunities for third party providers of such services. Now, with a growing number of manufacturers opting out of commercial vehicle fleet operation, new opportunities are opening up.

Although a substantial portion of the traffic formerly carried on manufacturers' own fleet hire vehicles is now handled through retailer-driven systems not all of it. The remaining business is increasingly being handled by providers of common user services, operators which basically fall into three categories.

First are the large national operators, such as the National Freight Consortium, which provide common user distribution services as part of a broad range of operations which also

include contract distribution.

Second are some of the major manufacturing companies, for example, Tate & Lyle, United Dairies and United Biscuits, which have opted to develop their own user distribution services to offer common user and contract distribution services to other manufacturers.

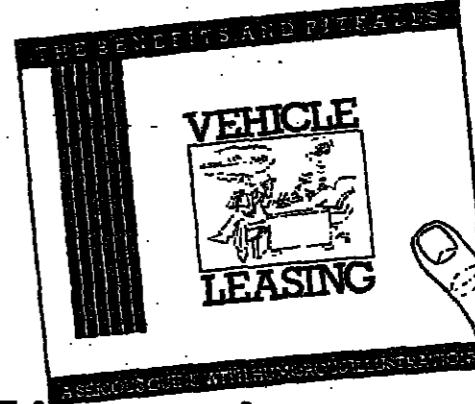
Third are the independent operators such as Christian Salvesen which have seen the opportunity to develop services in particular market sectors.

Looking ahead, while distribution specialists generally agree there will always be some demand for common user distribution, there is a growing feeling that the changing nature of the market, particularly the advent of more retailer-controlled central warehouse systems, could make the activity more attractive to independent regional suppliers than to major national companies.

"It is likely that only major manufacturers who operate in areas where distribution to the outlet, as opposed to the retailer's central warehouse, remains an essential long-term feature of their business, will require the services of a national, common user distributor," claims the NFC.

Phillip Hastings

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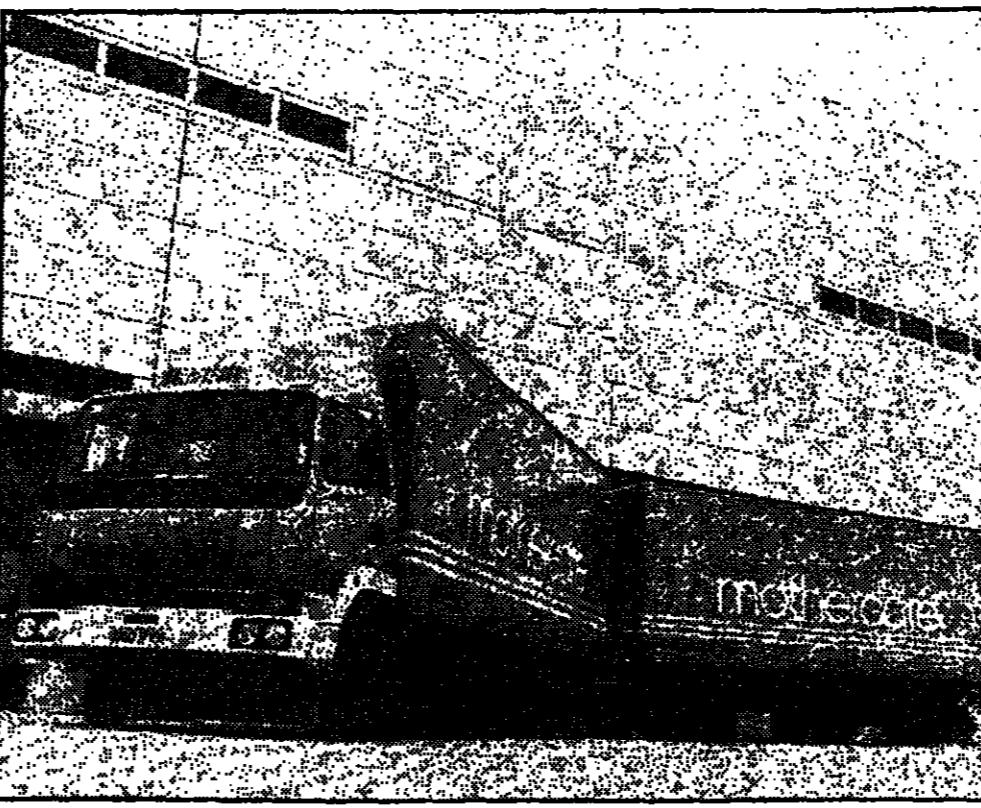
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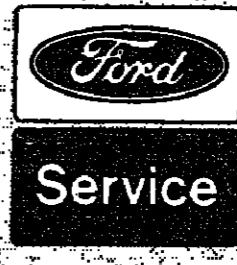
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Vehicle Fleet Management 12

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Volvo (left) remains firmly placed as the heavy-truck market leader, while Ford trucks (right) are now being built and marketed with an Italian connection.

Truck contenders

It's sell-where-you-can as demand shrinks

COMMERCIAL VEHICLE

however unjustly, about the purity of the retailer's food products.

By the same token, the chassis is imported — as openly proclaimed by the name on the front of the cab — then some existing or would-be customers will react negatively towards the company.

In any case, through the 1970s most of the importers were unwilling to grant the price discounts which, over the years, had come to be taken for granted in big fleet sales, where chassis are ordered regularly as part of established replacement programmes, often in batches of 50, 100 or more.

However, the shrinking world demand for trucks since 1980 has totally altered the Jones' traditional "balance" of the UK market. European and Scandinavian producers are as desperate as their British competitors to sell chassis wherever they can. In the past three or four years the importers have pursued fleet business as vigorously as did Ford, Bedford and Leyland previously.

Just how successful they have been is apparent from the 1986 commercial vehicle registration figures. The effect of foreign competition in securing large fleet orders in the past year has been evident in more devastatingly tangible form than mere statistics.

Bedford and Ford — the two leading UK producers of mid- and heavy-duty trucks for 30 years or more — have, as individual

manufacturers, called it a day. General Motors is pulling out of trucks altogether; the name Bedford will in future appear only on vans and light chassis. Ford meanwhile has thrown in its lot with Fiat of Italy, through the newly-formed joint company Iveco Ford Truck.

Meanwhile, Renault, in the face of fleet sales decimated by overseas competition, is threatening major job losses at its Dunstable plant where Dodge trucks are built. Of the UK manufacturers of mid- and heavy-duty truck chassis, only Leyland Vehicles has managed to retain reasonably buoyant sales volumes.

Leyland's modern Roadrunner and Freightliner models have been well received by fleet users. It must also be said that the extent to which the government-backed Rover Group is supporting current Leyland and Ford vehicles is a matter of conjecture.

With Bedford gone and Ford — in the perception of many transport directors — now less British than it was, 1986 can be seen as the year when "buying British" as a tenet of fleet policy was largely discarded. Even some local authorities are now specifying imported truck chassis on the grounds of price and quality.

Looking at 1986 Society of Motor Manufacturers and Traders registration figures, the most striking fact is that the overall UK truck and van market remains static, 755,750 vehicles

were registered last year — less than 1 per cent down on 1985. But this is little more than coincidence, because, in specific weight sectors, (leaving aside domestic import relative shares) there were dramatic sales changes.

The most startling is the 43 per cent rise, from 4,020 to 5,750, in the number of trucks and vans registered, above 3.5 cwt and below 7.5 tonnes gross, but below 7.5 tonnes gross, in what hitherto had been considered a low-volume "no man's land" sector, not constrained by weight legislation.

A make-by-make breakdown of the SMMT statistics shows that Mercedes-Benz made the biggest numerical gain in that sector. Its new-generation T2 vans and chassis-cabs went into production during 1986, helping to push up year-end registrations by 34 per cent, from 1,237 to 1,690 units. Meanwhile, Iveco vehicles from Italy nearly doubled their penetration, from 271 to 534 vehicles.

Significantly, a sizable percentage of commercial vehicles in the 3.5-7.5 tonne sector are bought by fleets — typically own-account fleets carrying predictable (and limited) payloads — as well as by local authorities. In 1986 for the first time, Mercedes took the sector leadership, ousting Renault, whose British-built Dodge 50-series models have dominated the sector since 1980.

The only other sector to grow in size in 1986 was eight-wheeler sales — sales of which are an

implied barometer of construction industry activity, because most rigid-eight chassis go into tipper fleets. Registrations rose by 10.3 per cent.

Volvo, whose status as an importer is debatable, because of its plant at Irvine in Scotland (where eight-wheelers and some other models are assembled), wrested sector leadership from Leyland. Their respective 1986 shares were 26.9 and 22.1 per

tonnes to carry a given tonnage of freight, following the legal 1983 weight limit increase from 32.5 to 38 tonnes.

Volvo maintained its now well-entrenched market leadership in heavy "artics" of 29 tonnes-plus, though with a market share down from 18.8 to 15.5 per cent. DAF from the Netherlands held on easily to second place (14.6 per cent) with Scania from Sweden (14.4 per cent) close behind.

Leyland leads the domestic producers, with 11 per cent (but in fourth place overall) — exactly the same number (1,355) of heavy tractors was registered in 1985 as 1986.

Significant losers in the heavy artics sector in 1986 included Iveco (registrations down 26.1 per cent) matched by a comparable gain (25.6 per cent) from MAN of Germany.

Among UK-based chassis manufacturers, Spanish-owned Seddon Atkinson lost market share (registrations down 17 per cent to 655 units), while Foden, a subsidiary of the US Paccar group, staged a 37 per cent recovery, to register 273 chassis.

The all-British ERF did well to maintain its 1985 penetration: 1,176 chassis registered, representing a 9.5 per cent market share, only just behind Leyland and Mercedes-Benz.

Alan Bunting



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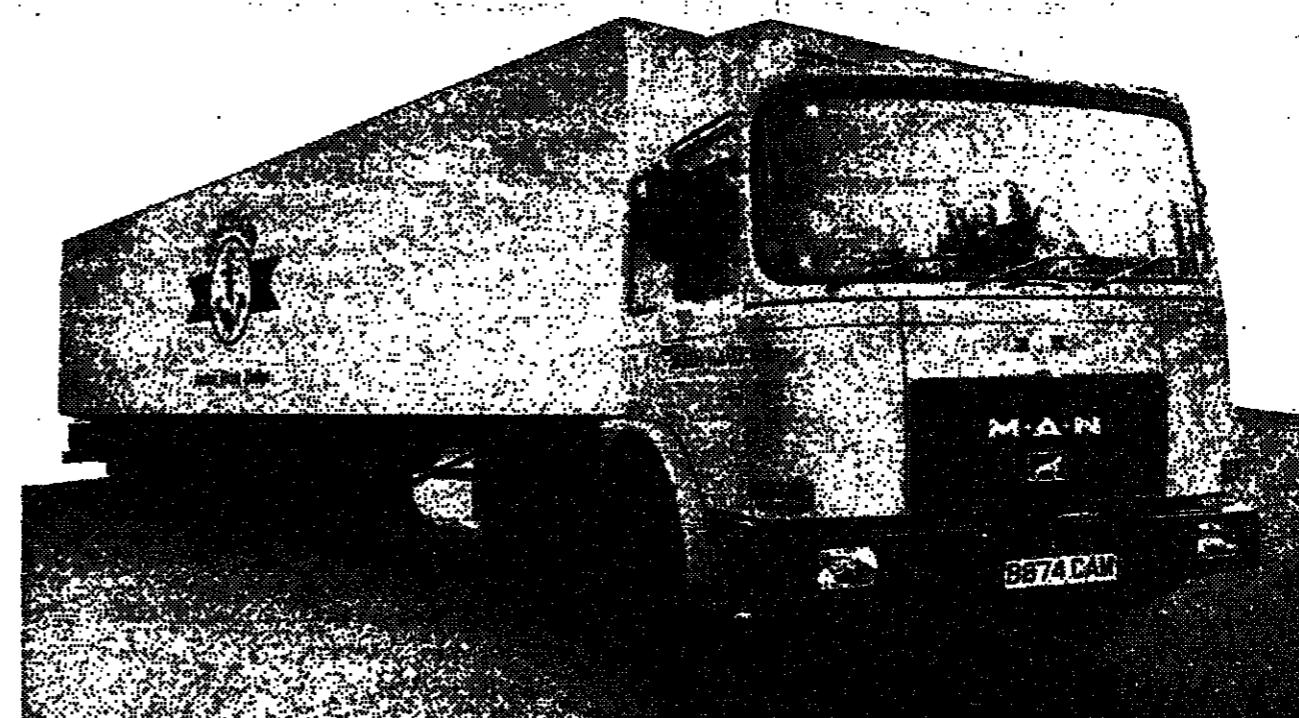
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A fleet of 22 refrigerated 38-ton vehicles operates from the Anchor distribution centre at Swindon.

Profile: Anchor Foods

Rapid delivery keeps shelf-life down

IT IS often said that a company's distribution system should be a natural extension of its production facilities. For example, this can be seen in the case of the purpose-designed UK storage and distribution centre of Anchor Foods, located just a few yards from the M4 on the Blagrove Industrial Estate at Swindon.

Anchor Foods is a wholly-owned subsidiary of the New Zealand Dairy Board and its Swindon location handles all the UK distribution of its butter and cheese products. Bulk materials arrive at Swindon in containers by rail from Tilbury and are put into refrigerated warehouse which has a capacity for more than 20,000 tonnes. (There is also a 2,000-tonne capacity chilled storage facility.)

All packaging for the UK market is handled at Swindon with consignments made up into pallet loads for distribution to about 1,600 wholesalers and "cash and carry" nationwide — there are no high street deliveries.

New Zealand-sourced butter and cheese accounts for some 50 per cent of throughput at the Swindon centre: the remaining 20 per cent comprises products from European Community countries such as savoury butters, aerosol creams, butter for blending, milk and cream portions.

To handle deliveries to wholesalers, all served on a weekly basis, Anchor operates 22 refrigerated 38-ton articulated vehicles (largely three-axle MAN hauliers, three-axle Gray and Adams-bodied semi-trailers) and three 24-ton fully-refrigerated six-wheeler rigid vehicles.

Keith Child, the transport manager, points out that wholesalers and cash and carry companies do not want to keep stock on the shelves for long periods, they haven't the storage capacity and there is, of course, the question of product shelf life.

The Swindon facility operates as the control point in what resembles a vast "conveyor belt" from New Zealand to the UK wholesalers. To ensure that requirements are met, the Swindon warehouse runs a 24-hour packing operation at a 48-hour ordering basis from placing an order to delivery, fulfilling customer requirements ranging from 20 pallet loads (a full load for a 38-tonne articulated vehicle) down to half pallet loads.

Extensive use is made of computer systems to weigh orders as well as calculate vehicle weights and numbers of trailers to ensure that the target of 97 per cent of fully-loaded vehicle operation is achieved. The system includes other functions such as inventory management, order-processing, invoicing and load notes.

Although 80 per cent of the work is pre-planned in this way, there is a need for flexibility, with the remaining 20 per cent being work to be left to load-planning. This is dictated by the variation in load weights, notably the disparity in weights between say, butter, which weighs 1,000kg per pallet load, and aerosol creams weighing 300kg.

Orders are pre-assembled on GKN Shep wooden pallets, then stretch wrapped to secure them to the base, and loaded by pallet trucks in the operated pallet carriers used for handling and are carried on the vehicles.

All vehicles operate to specific areas with the longer journeys scheduled for drivers to be away two days from base. Those journeys that can be completed in a day are divided into two groups — bulk drops (ie one delivery) and multi-drops (up to 16 deliveries).

Two-day journeys are classified as long distance, but split into a similar way between two and multi-drop deliveries. Route-planning is geared to the four types of operation with the critical factor being the unknown elements and the biggest operational problems are delays at delivery points.

Maximum productivity is a main aim of the transport operation at Anchor Foods. To achieve this with a road transport fleet, a driver productivity

scheme is operated. This centres on drivers' work being divided into two parts — driving and non-driving activities. Driving work is measured by a number representing the average speed of a vehicle in an accounting month. Non-driving consists of time spent on all duties other than driving (including rest breaks) and this number is divided by the number of deliveries made. The average speed is then divided by the time taken for each delivery which, in turn, gives a single number grading.

An average is calculated from all drivers and the operation of any driver whose work deviates by plus or minus 10 from the fleet average is carefully reviewed. If the circumstances may well be that the driver was outside the average because his work that month consisted, say, of multi-drop deliveries in the London area.

Mr Child emphasises that it is primarily in delivery times that performance can be improved. The system, he stresses, does not encourage speeding, since tachographs are monitored closely. All drivers receive a copy of the monthly productivity report which tells them which of them have been the most efficient in that period.

Eric Gibbons



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Vehicle Fleet Management 14

Contract Distribution

Retail multiples call the tune

NOT LONG ago it was possible to identify the owner of a vehicle distribution fleet by the name of the retail consortium or manufacturer emblazoned on the side. That is changing fast, however, as contract distribution expands rapidly in response to a revolution in the economics of retailing.

The vehicles look much the same, and they usually carry the same names on the bodywork. But the owners are increasingly likely to be distribution specialists offering a tailored service to customers who do not have the expertise or the capital to do the job themselves.

The cause of the change is a shift of control in retailing away from suppliers and towards retailers as the major multiples exercise the bargaining power inherent in their overwhelming share of the market.

The market is still developing, but industry estimates indicate that the multiples now account for up to 75 per cent of retail sales, giving them an influence over distribution services which they have not been slow to use.

The course chosen by most of the multiples has been the development of centralised supply arrangements built around the concept of consolidation warehouses. These require deliveries of bulk supplies to central distribution centres from which individual stores can be supplied.

As an indication of the bargaining power conferred on the multiples by these arrangements, it is estimated that up to 40 per cent of all goods sold in the UK now pass through the centralised distribution centres

of the top eight multiple retail groups. This is expected to increase between 45 and 50 per cent within the next two years.

This development has meant that manufacturers have had to reorganise their own distribution arrangements as the usefulness of their own networks of depots has declined.

As a result, the high fixed costs and investment requirements of distribution operations have become increasingly unattractive, leading to the growth of specialist companies operating

a number of parallel distribution networks on behalf of both manufacturers and retailers.

Manufacturing companies in particular faced a stark choice: either to withdraw from operating their own distribution networks, as Unilever did when it sold its SPD subsidiary to National Freight Consortium, or to develop the business as a common carrier, offering specialised services to other manufacturers.

This was the course chosen by United Dairies, United Biscuits and Rankin and Colman, whose vehicle fleets now carry the goods of other manufacturers, particularly those in similar areas of operation.

Express Dairies also chose this course in offering distribution to supermarket outlets, while Geest successfully marketed their expertise and experience in transporting produce.

Similarly, independent companies such as Longton, Christian Salvesen and Peter Lane also entered the market as they

see an area in which they could offer a service.

What these companies have in common is that they offer distribution facilities on the basis of common use of their fleets and other infrastructure, relying on economies of scale to offer reduced costs to customers.

The big national distribution companies, such as NFC and Transport Development Group also offer dedicated services, which means that they supply a complete distribution operation tailored to the requirements of individual customers.

Dedicated contracts usually involve the provision of all management services associated with the customer's distribution requirements, and often incorporate computer ordering and stock control systems, supplied either by the customer or the distribution company.

Dedicated contracts have the advantage for both retailers and manufacturer of offering a single measure of control of distribution, while relieving the customers of the problems of day-to-day management.

Customers also gain from the distribution company's willingness, in many cases, to provide the capital for vehicles, trailers, plant, equipment and computer services, as well as new warehousing facilities.

The reason for this is that distribution specialists tend to be satisfied with a lower return on capital investment than manufacturers and retailers, who can often allocate capital to areas of higher return in their main areas of business.

Mr Quarby says the switch

by retailers into the use of contract distribution has created "a real market place in distribution services."

He adds: "We are basically food retailers. We are very successful at that. We get a better return on the pounds we spend on developing supermarkets than we do on money put into warehouses."

Outside the major retailers and their suppliers, the available evidence indicates that there are still major savings to be made from efficient distribution systems.

Distribution is estimated to account for up to 20 per cent of the value of finished goods at the point of sale—yet there are still many companies which appear not to have given serious thought to the savings available.

A survey carried out by the consultants Central Management Services indicates that industry as a whole is wasting more than £5bn a year through inefficient distribution.

Mr Donald Morton, managing director of CMS, said some companies had been able to save 30 per cent of their distribution costs by taking a careful look at their own requirements.

From industry figures and our own experience over the past 10 years, we believe that an average of almost 9 per cent of total distribution costs, which are currently running at over £5bn a year, are being wasted, Mr Morton said.

These conclusions were supported by a survey carried out by KAE Development for Lowfield Distribution, which indicated that many companies had yet to realise the benefits of

planned and integrated distribution.

KAE's report, based on a survey of about 80 companies in the food, confectionery, drinks and household goods sectors, concluded that there was no common approach to distribution problems.

Some companies had made no efforts to systemise their requirements, while others had given the subject only cursory attention.

The most successful companies in the field, however,

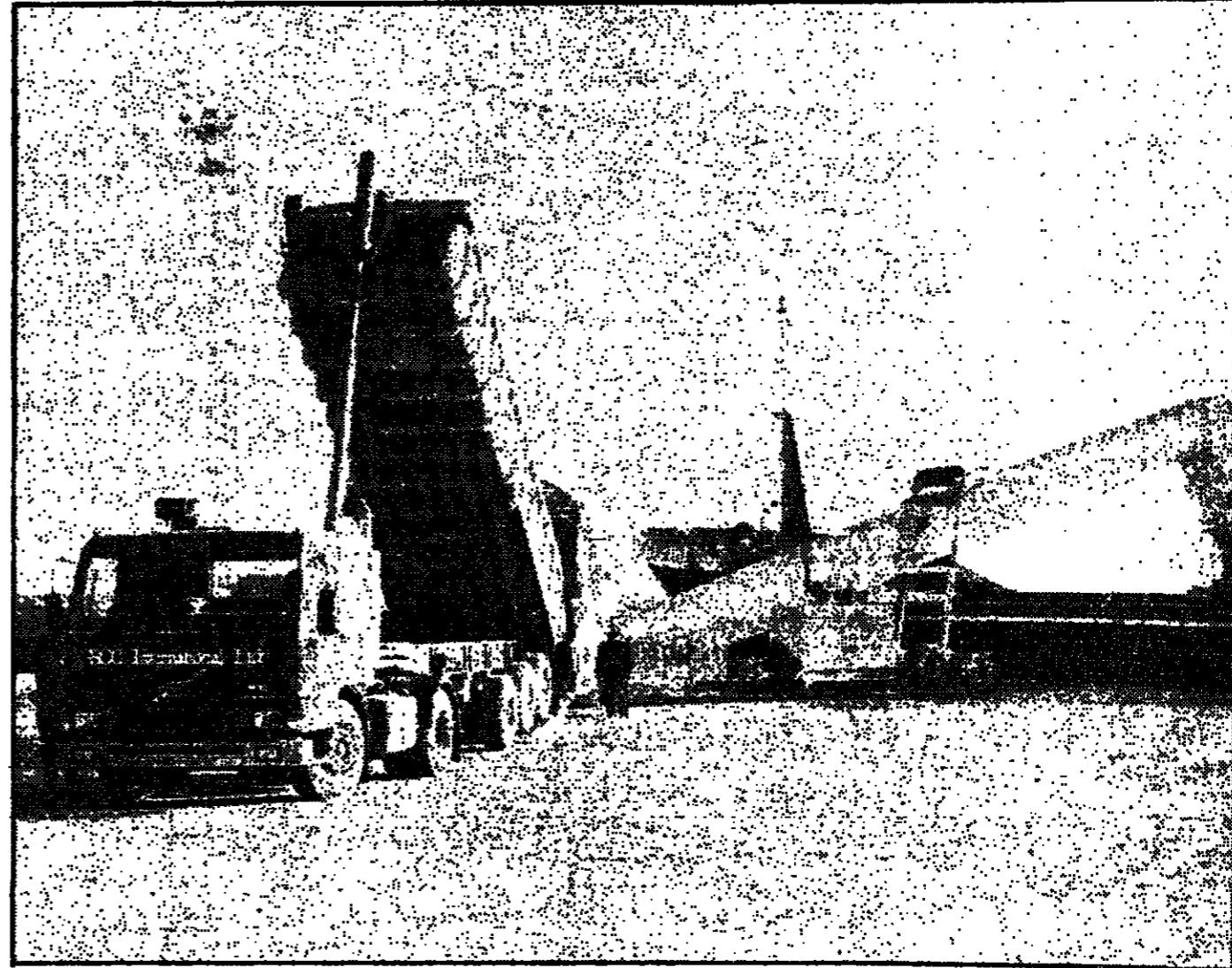
had made great efforts to tailor distribution to their own requirements, and many had achieved complete logistics control.

The experience of the major retailers and manufacturers indicates how significant savings can be made. The results of the CMS and KAE surveys show that there is still plenty of scope for improvements and expansion in the distribution industry as a whole.

Kevin Brown

Profile: English China Clays

How the hire option won the day



In action FL10 turbocharged Volvo artic on contract hire to English China Clays from BRS Western

Profile: GUS Transport

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A MINIMUM 5 per cent improvement in road transport productivity is the aim of a plan just put into operation in Cornwall at English China Clays.

It affects ECC Ports of Par, a wholly-owned subsidiary of ECC International and particularly the operating section which within this company is called "Clay to FOB." This controls the movement of china clay from storage to ships at Par, Fowey and Victoria Dock, Plymouth for export.

ECC until recently financed the purchase of its vehicles out of its own funds. With recent changes in the tax laws, particularly the phasing out of capital allowances, however, the group decided that all subsidiary companies which needed vehicles should look at contract hire.

Allan Ironside, director and general manager of ECC Ports, saw the possibility of making other changes at the same time.

For a while he wanted to take advantage of the higher load-carrying potential offered by maximum capacity articulated vehicles, compared with the rigid eight-wheelers run at that time (38 tonnes instead of 32 tonnes).

He also saw that the existing fleet was wasteful of resources because it was using rigid rigs for bulk movement but artics with tank semi-trailers for movements of clay in slurry form and drop-side trailers for bagged loads.

An all articulated vehicle fleet would be more flexible and offer a possible fleet reduction.

The arguments for change, taken together, all pointed to use of contract hire. The group was also won over by the argument that by using a contract hire facility, ECC's money would remain available for investment on the Group's principal business activities.

Accordingly, the facilities offered by contract hire specialists were evaluated. The decision was taken to make the change and British Road Services was chosen.

Under the contract, which is for six years, BRS Western is supplying 27 powered vehicles, 17 of which are new Volvo FL10 4 x 2 tractor units. There are to be used with 14 tipping tri-axle semi-trailers fitted with Easy Sheet automatic load sheets and 24 tri-axle flatbed trailers.

There are, in addition, a number of relatively new vehicles which BRS has bought from Heavy Transport, ECC's transport company which are hired back and used for agreed periods. These include eight Foden rigid eight-wheelers which are to be retained for two years; two ERF 4 x 2 tractors to be retained for four years; three large tank trailers to be retained for six years; and five smaller tank trailers for two years.

The deal with BRS is unusual in that it provided for a subsidiary contract to be signed by BRS for maintenance of the vehicles to be handled by Heavy Transport's workshop at Par Harbour. The fact that BRS was prepared to be sufficiently flexible to agree to this, was a factor in the company getting the vehicles contract.

The contract with BRS provides for ECC to supply the drivers and because the latter have all driven eight-wheeled rigid in the past, driver re-training programme, to convert them to FWD class driving holders, is in operation. This is partly why some of the eight-wheelers have been retained to permit the change-over programme to be completed.

Huge quantities of china clay have to be moved under the contract. Last year 2m tonnes were

handled through Par and Fowey and a further 200,000 tonnes through Plymouth with roughly two loads of 40m tonnes by the road fleet. It is mainly short distance work with about 1m tonnes a year being moved on ECC's own roads, notably on the road (formerly a railway line) link between Par and Fowey.

This use of private roads generated as further consideration in the purchase of the vehicles. The Volvo FL10s are designed to operate at 44 tonnes gross weight (as opposed to the UK legal maximum on normal roads of 38 tonnes). Accordingly, they can run at this weight between Par and Fowey.

A further factor is that if run exclusively on private roads, the vehicles do not have to be taxed. Some, therefore, may in due course be delicensed to save substantially on road tax.

The significance of this contract is perhaps underlined by two facts; that this is ECC's first venture into this area and that the group has been operating several hundred vehicles of its own for many years and is itself a significant force in road transport.

The move by ECC is in a sense typical of the approach of more far-seeing companies with regard to transport where, increasingly, they are looking seriously at the merits of contract hire. In the particular case, the financial outlay on just one Volvo FL10 tractor and tipping trailer is £50,000 so the total capital outlay on the fleet obviously runs well into seven figures; a strong argument surely for any company to consider the hire option.

The company now operates some 2,000 parcel delivery vans in the White Arrow fleet, supported by a large number of trucking vehicles. Its general distribution also operates a fleet of heavy vehicles on a specialist and dedicated services. In addition, there is a fleet of 3,500 cars and light vans

supplied to group companies on contract hire.

GUS Transport now operates from more than 40 multi-purpose depots throughout the UK and plans for a further four distribution depots to be commissioned during 1987 are well advanced.

Its services will be supplied to the external market under the White Arrow brand name, starting initially with parcels services. White Arrow is already building up a substantial business in household deliveries where its traditional strength lies, while there are plans to develop the business-to-business sector.

The company expects the momentum to increase during the coming year and is installing sophisticated parcel tracking systems to meet expected demands for greater control in bulk parcel distribution.

The next significant area of expansion is in the fast-growing contract hire market. Based on its experience in fleet management, GUS will shortly launch White Arrow Contract Hire, initially for cars and light vans, making use of its nationwide network of maintenance depots, together with its well developed computer systems and extensive database.

This service will be a joint venture with General Guar-

tee Corporation, also part of the GUS Group, and one of the UK's major consumer and finance houses.

"With the majority of company car fleets still purchased outright, and the boom in contract hire given by SSAE, we feel there is ample room for further growth over the next few years," says John Abberley, GUS Transport's managing director.

"Our particular strength is in being able to offer a complete hire package, including maintenance, on a national basis for any size of model."

In the first three years, White Arrow Contract Hire sees its market penetration being mainly in the medium-size fleet sector, while it will turn its attention to heavy vehicles once its presence in the light vehicle sector is established.

We have targeted the medium-size company fleet because it is there that geographical dispersal presents special headaches for maintenance and ongoing support. These companies are faced with large experiencing increases in fleet administration costs, but are reluctant to sacrifice any flexibility in user choice or maintenance options.

"We believe we have a tailor-made package to fit these requirements," Mr Abberley says.

Alastair Guild

Trailers

Higher profit from costlier units

TAKING THE commercial vehicle market as a barometer of industrial activity in Britain, trailer sales volumes confirm the trend in truck registrations to suggest that the climb out of recession has now hit a plateau.

Annual sales of articulated semi-trailers and of drawbar trailers for use behind trucks of more than 7.5 tonnes gross, taken together, have levelled out at about 8,500 units a year, which compares with some 18,000 in the boom year of 1979.

Because trailers do not bear vehicle excise duty and as such are not registered by the Department of Transport, no official statistics are held at the Swansea Licensing Centre. But through the auspices of the Commercial Trailer Association (CTA), formed in 1980 by leading UK manufacturers, voluntary declarations are made of production volumes.

Major producers such as Crane Fruehauf, York Craven-Tasker and a number of smaller specialist trailer manufacturers belong to the CTA, and furnish annual output statistics. Some of the lesser-known trailer builders do not contribute information, having declined CTA membership.

Numbers compiled by the association are adjusted accordingly, to within a confidently-claimed accuracy of plus or minus 5 per cent. Since 1984, annual trailer sales in Britain have hovered between 9,000 and 10,000. The total for 1987 is projected to fall within the same band.

Mr Jim Davies, current president of the CTA and managing director of York Trailer, nevertheless predicts a significant upturn in demand over the next five years, as older trailers now in service are replaced. The current UK trailer park is put at some 230,000 units, though declining to some degree because of the increase in heavy truck weights.

Until May 1983, it took five maximum-weight artics to move 100 tonnes of freight. The uplift in allowable gross weight from 32.5 to 38 tonnes which was implemented at that time now enables the same amount of cargo to be carried on only four tractor/semi-trailer combinations.

To sustain a park of 200,000

trailers with an average operating life of between 12 and 15 years, means annual sales of 13,000 to 17,000 units in replacement business alone, Mr Davies points out.

Though higher truck weights have reduced the number of semi-trailers needed by the transport industry, for the manufacturers the necessarily heavier payload capacity of individual units now being ordered has been a compensation. The majority of semi-trailers now being commissioned for top-weight (38 tonne) artic operation have three axles rather than the two specified under previous weight legislation.

Today's trailers are thus more expensive, have a greater added-value content and offer more profit potential than their light-duty predecessors. Trailers have, in any case, become more technically sophisticated in the last decade. As a result the average price has risen from about £5,000 in 1980 to more than £11,000 today.

Advancing technology and the decline of primary industries, like steel manufacture and heavy engineering, have prompted an inevitable move away from the simple flat platform trailers which were traditionally bought in large numbers by haulage companies.

Computers and other high value products being moved by road in the late 1980s need transit protection from damage, from theft or pilferage, and from the elements. As a result about 95 per cent of trailers now have fully-enclosed bodywork, compared with some 65 per cent in 1980.

Sales of van trailers, typically with rear access only, have risen steadily as a proportion of the overall market. More significantly, demand for enclosed trailers with full side access (for fork-lift truck loading/unloading) has soared. The most popular configuration for side-loading is the curtain-side, with specialists like Boaloy, Southfields and Lawrence David as the dominant suppliers.

In many applications PVC curtains serve to restrain the load as well as affording weather and security protection. Their versatility has been further extended with the

development of insulating curtains, enabling chilled food stuffs to be carried.

Controlled temperature transport has assumed new importance for trailer makers in recent years. This is due in part to the growth of food exports and imports—with big refrigerated lorries carrying typically Scottish beef on outward journeys and Mediterranean fruit products on return routes.

At the same time tougher competition between major food retailers such as Sainsburys and Marks and Spencer—each trying to achieve higher standards of product freshness—has led to distribution specialists switching from ambient to controlled-temperature operation.

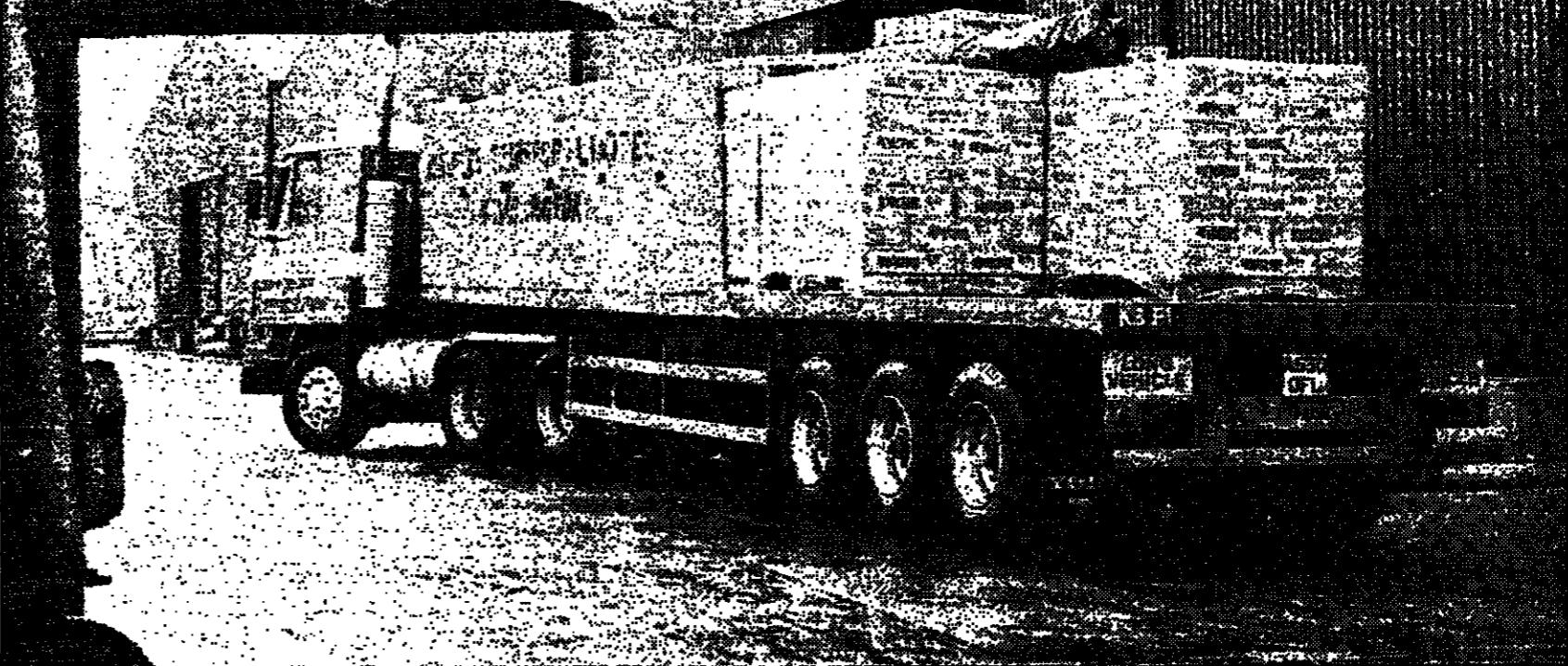
Where they previously bought low-cost "dry-freight" van trailers, they now order 70 to 80 per cent more expensive insulated/refrigerated models.

In 1986 about 750 reefer trailers were sold in Britain, reckons the CTA, although the figures are less precise than for other categories, because of the effect of imports. Camberet and Fruehauf, France, have achieved a 25 per cent penetration of the UK fridge trailer market, thanks to demonstrated product pluses.

York is now building French-designed reefers under licence at a new plant in Co. Durham, which is helping to keep imports at bay. A recent 80 per cent increase in permitted width on refrigerated trucks has also stimulated sales to some extent, though the CTA sees annual production remaining below 1,000 units.

Compared with a truck chassis, even the more specialised trailers (other than those for ultra-heavy loads) are simple low-technology products. In relation to their cost, they are heavy, bulky and consequently expensive to ship across Europe as new products. For that reason import penetration is never likely to approach the 42 per cent level obtaining in the truck market.

During the depth of the recession in 1980-81 trailer demand was hit even more severely than the truck business. A number of smaller suppliers succumbed. Even York—then, as now, number 2 in the market—came per-



Above: a new York trailer for six-axle operation. Below: curtain-sided trailers need no sheeting and speed turnaround.

iously close to extinction, before eventually being acquired by the United Parcels group—now a subsidiary of the multi-national Bunzl Corporation.

Crane Fruehauf, the market leader, implemented major cutbacks. Its American parent, the Fruehauf Corporation, has itself undergone major upheavals, culminating in the US equivalent of a management buy-out.

Craven-Tasker meanwhile, after closing one of its main plants at Andover, Hants, has undergone a change of ownership. On July 1 last year, its parent, John Brown shipbuilding group, was acquired by Trafalgar House though Craven says its day-to-day operations have remained undisturbed.

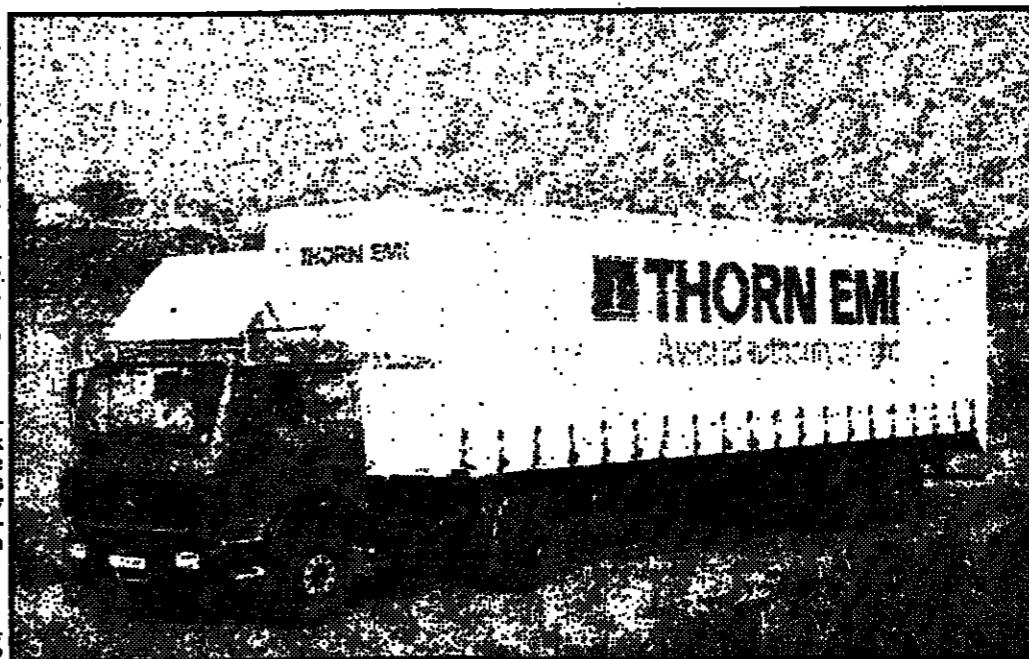
During the trailer industry's crisis period in the early 1980s, the percentage market shares of different manufacturers became erratic. The pattern is now more settled with Crane Fruehauf as market leader hol-

ding between 27 and 30 per cent. A recent surge of big fleet orders, notably one from Ford Motor Co. for trailers to handle previously railborne components between its European car plants, has enhanced the position of York to give it a market share of between 22 and 24 per cent. Craven-Tasker's share is between 12 and 15 per cent.

Foreign components account for an increasing technical content in UK-built trailers and related equipment, chiefly with higher-technology items such as air-suspension from SAF and BPW from Germany and Weweler from Holland.

British companies like Rubery-Owen-Rockwell and York earn valuable export revenue from UK-made components used, in the main, on heavy-duty trailers for Third World markets, assembled locally or in mainland Europe.

Alan Bunting



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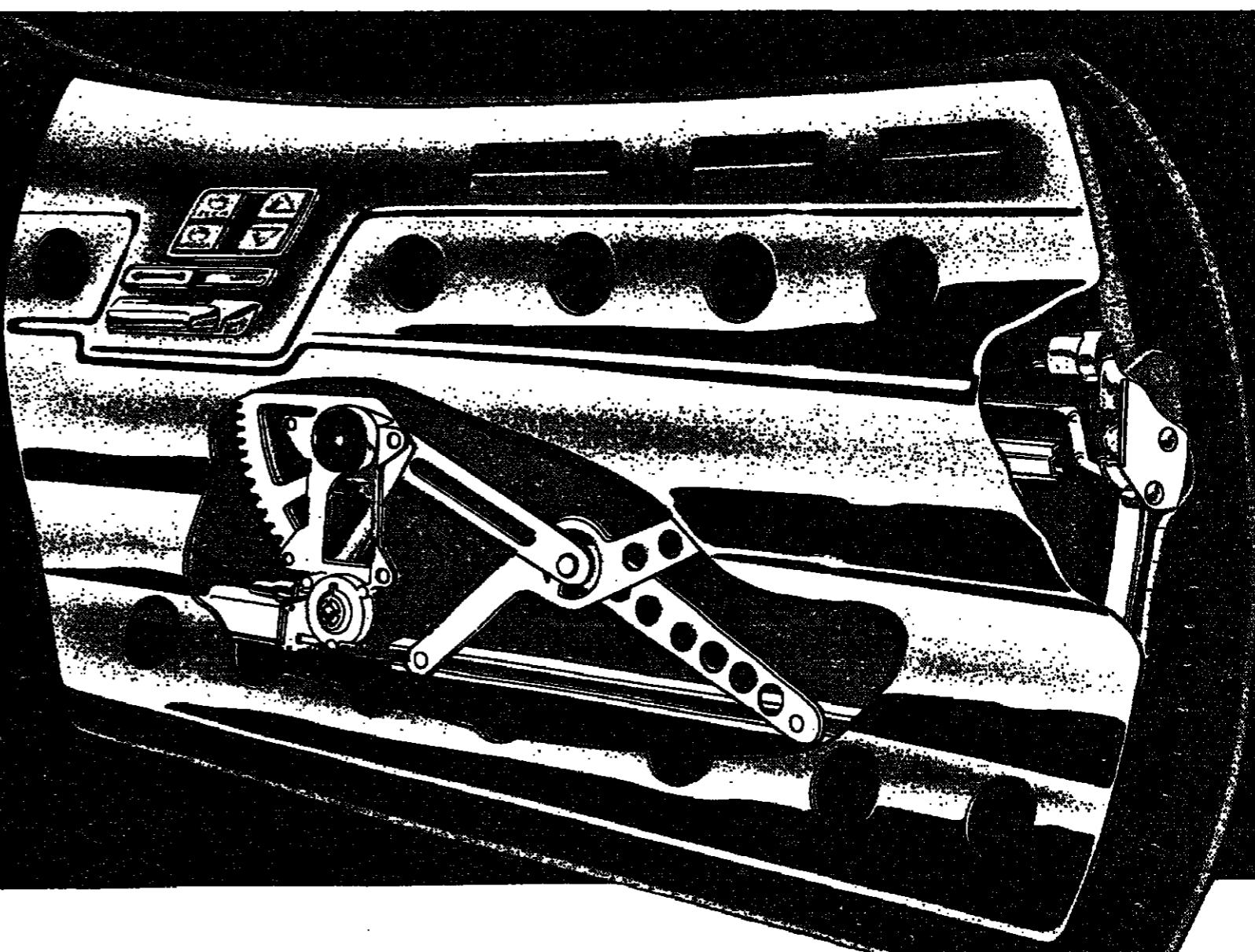
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Vehicle Fleet Management 16

Profile: Bristol City Transport Services

Success of move to go 'commercial'

WHEN THE city of Bristol decided in 1982 to form a single transport organisation, rather than let numbers of separate parts of the authority look after their own transport needs, it made a bold move at the time, unusual move."

The organisation took the title "Bristol City Transport Services." It describes itself as a non-statutory, direct-labour organisation to provide a transport and plant service, both to the City and to other public authorities. It is operated as far as possible as though it were a commercial company.

As Mr Eddie Farley, who was brought in as general manager to set up and manage the organisation, comments: "The whole operation is operated as though it is a contract hire concern, each contract being run individually with each one costed and charged individually."

Because its parent is a local authority, the organisation is, however, debarred from selling its services to the public generally and to commercial organisations—thus, its wings are considerably clipped.

Describing what Bristol City Transport Services has to offer, Mr Farley says it is in the business of solving customers' problems relating to the specification, acquisition, repair and maintenance of all types of vehicle, plant and equipment required by local government, national authorities and public utilities.

'Solving customers' problems relating to the specification, acquisition, repair and maintenance of all types of vehicle, plant and equipment required by local government, national authorities and public utilities.'

is complementary to the others as some inter-trading occurs, but each has its own specialities.

The biggest is the transport contracts division which operates the city's vehicles on the same sort of basis as a contract hire company runs a fleet of vehicles for a customer on long-term contracts.

Utilisation is increased throughout the operation of a rental fleet arrangement for neighbouring county and district councils, according to their demand. Facilities include a driving school where an individual or group can be trained from basics through to full HGV class 1 standard. Fork lift truck operator training is also offered.

A total of 33 craftsmen are employed by the workshop services division which maintains and repairs any vehicle from passenger saloon cars to rigid 8 by 4 tipper and articulated vehicles.

The value of such contracts has moved from an initial 3 per cent to today's level of 12 per cent of turnover.

One of the main reasons for setting up this organisation was the realisation that the city had extensive assets in terms of both equipment and employee skills in the transport sector which it felt could be better used. Until 1982, the organisation was part of the city engineer's department (transport and plant section), when it became an autonomous unit reporting directly to the city's chief executive officer with a reporting function to the city treasurer.

As already indicated, the organisation is split into four sections: the transport contracts division; works service division; parts division; and the plant services division. Each division



General manager Eddie Farley of Bristol Transport Services which operates on the lines of a commercial company.

In addition to providing maintenance services for the city's own vehicles, this division operates maintenance contracts for a number of customers including the Bristol and Weston health authority, Wessex Water Authority and Bristol Community Transport.

An MOT test station is operated, but while this can provide test facilities for the public, no repairs can be undertaken because of the provisions of the Goods and Services Act 1970 which prevents local authorities providing such commercial facilities.

Bodybuilding and vehicle painting facilities are among the services offered by the plant services division which has also to cope with the maintenance and repair of all land maintenance equipment from agricultural tractors to mowers, and all kinds of construction equipment including loading shovels, compressors, vibrating rollers, and hydraulic towers.

Finally, the parts division provides a spare part and material supply service for the two workshop divisions and a retail parts facility to other public authorities.

All four divisions are operated from the organisation's main site in Albert Road, Bristol, where a Wang 2200 mini computer is located in the financial section to provide day-to-day control of a number of functions. The computer enables each department to operate as a profit centre, producing management accounts on a four-weekly basis, with each having access to all information available in the system.

The Institute of Road Transport Engineers' vehicle maintenance reporting standards (VMRS) forms the bedrock of the software systems used. In this, vehicles, parts and jobs are coded numerically to enable vehicle history records to be fully computerised. Moreover, the recent development of a new edition of VMRS means that it will be possible for many pieces of plant equipment operated by local government to be added to the system.

The VMRS system permits all maintenance and service tasks to be monitored, which, of course, is very useful in revealing such things as fault patterns and wear rates.

Eric Gibbins

Profile: British Home Stores

Strong emphasis on control

ARE LARGE retailers better off owning their fleet or hiring it? The question, though often posed, rather misses the point, according to John Roberson, divisional controller for distribution of British Home Stores.

"The prime consideration is to control and co-ordinate the business," he says. "It's secondary whether you do it yourself or use outside contractors."

With more than 14m boxes of goods to deliver each year to 128 branches across the UK, it is not surprising that British Home Stores' transport division should be preoccupied with control.

Their key to coming up with the goods is to have a single national distribution centre located in the heart of England—at Atherton, Warwickshire—and to rely on a mixture of outside specialists to transport goods from the suppliers to the centre and on to the stores.

"We do look from time to time at having our own fleet," Mr Roberson says. "But there's the financial question of whether to tie up your capital in vehicles or to open up another store."

"These things are never black and white. But overall we think that our interests are best served by going down the other road, as long as there are people

willing to do a very good service for us at reasonable rates."

Those people, in the case of BHS, are Christian Salvesen, the food distribution and industrial services group, and TNT, the Australian-based freight company.

BHS retained its separate transport operation after its merger with Habitat/Mothercare into Sir Terence Conran's Storehouse group in early 1986.

The two fleets it runs are dictated by its separate requirements for ready boxed goods and hanging garments.

Christian Salvesen provides a dedicated fleet-exclusive to BHS for boxed goods. The

arrangement dates back to the late 1980s and the fleet now comprises about 50 vehicles and a pool of 70 to 80 33-ft trailers. The trucks are in the company's colours and over the next couple of months will be changing to the new brighter scheme introduced as part of the BHS facelift which followed the merger.

The second fleet has been run for the last three to four years by TNT Garment Express, a division of TNT, which acts as a nominated carrier for BHS and can thus transport other

Continued on Page 17

COMPANY CARS ~assets or liabilities?

Your organisation's fleet of vehicles is a major asset when it comes to providing customer service. Make the wrong management decision however and it could become your biggest liability. Whether you run ten vehicles or a thousand there are crucial decisions to be made:

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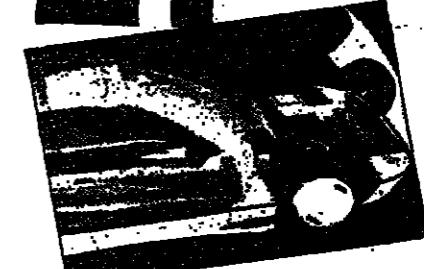
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Vehicle Fleet Management 17



One of Taunton's curtain-sided articulated trucks on a delivery run

Profile: Taunton Cider

Radical change in transport needs

DISTRIBUTION management at Taunton Cider has had the happy task of coping with steadily rising cider sales in recent years. However, with a strong swing from bottled to draught cider, changes in drinking habits nationally, transport requirements have changed radically.

The product and its sales success—or otherwise—dictates the transport requirement of a drink company such as Taunton Cider. From the launch of the company's Dry Blackthorn brand in 1972, the sales graph reveals a steady upward trend.

As the company comments: "From the launch of Blackthorn, the company's fortunes marched forward." It adds that between 1972 and 1975 the cider market grew in Britain from 32m to 38m gallons a year; that the extremely hot summer of 1976 boosted cider sales even more, with the demand for Taunton Cider brands taking the company's market share from 15 to 18 per cent. Its share of the draught business almost doubled from 12 to 24 per cent.

This increase in demand meant the expansion of both production and distribution facilities in Somerset at the company's cider-making plant at Norton Fitzwaffen.

The increase in cider-drinking caused the Chancellor of the Exchequer to impose excise tax on cider for the first time. Cider sales plateaued nationally at around 47m gallons over the period from 1977 to 1981. Taunton Cider points out, however, that its share in this period rose to 40 per cent, with Dry Blackthorn the fastest-growing draught cider brand in the UK.

In 1986 the company claimed 30 per cent of a national market, running at 64m gallons a year. Of this total, 45 per cent of sales are of draught cider, a percentage which compares with 18 per cent in 1981.

Alongside the trend among customers to drink draught cider, rather than the bottled

product, has been a marked change in the geographical pattern of cider drinking which also has had a significant impact on distribution requirements. At one time, most sales were heavily concentrated in the South West, with patchy markets in other regions. Although the South West still predominates, a third of Taunton Cider's sales are now in the North of England and Scotland.

These market patterns have determined the shape of Taunton Cider's transport operations. As Mr Neil Rixon, the company's distribution manager comments, transport operations are geared totally to satisfying customer requirements, with operational costs the next most important factor.

Operations are divided into two areas: primary and secondary distribution.

Primary distribution—full loads over long distances—is handled by the company's own road vehicles and rail wagons, with the latter using its own factory-linked rail connection to the main line running through Taunton.

Ten years ago Taunton Cider ran 24 32-ton articulated vehicles on long-distance work but the change in the law to permit operation at 38 tonnes, coupled with the use of rail for long hauls (bringging on the establishment of the company's own siding connection and rail wagons), has permitted a road fleet reduction to 11 vehicles.

At one time, the truck road fleet, based at Norton Fitzwaffen, handled all long-distance primary distribution but, as the market developed in Scotland and the North, a pilot rail scheme was instituted. The results were so good over a three-year period that use of rail with dedicated purpose-built rail wagons forms a main feature of Taunton Cider's distribution function. It permits overnight deliveries to Scotland which would not be feasible with the road fleet. There are

obvious environmental benefits too.

Mr Rixon points out that the economic factors in road-versus-rail are constantly under review to ensure maximum productivity of the distribution operation.

In the same way, road vehicle economics are scrutinised closely and Taunton Cider was one of the first companies to replace its 32-ton articulated with 38-tonners. These are all Leyland trucks with single axles and curtain-sided trailers, fitted with air suspension equipment.

More than 5,000 fleet buyers are expected to attend, representing a huge volume of vehicle sales made both at the show and during the year.

Mike Wells, managing director of the organisers, EMAP McLaren Exhibitions, says: "The manufacturers like it because it does not purport to be just another motor show."

Tickets and inquiries: from EMAP at Token House, 75-81 High Street, Croydon CR9 3SS (tel: 01-688 3208).

Top 10 sellers—1986

1	Ford Escort	156,895
2	Ford Fiesta	143,710
3	Ford Sierra	113,860
4	Vauxhall Cavalier	113,475
5	Austin/MG Metro	109,350
6	Vauxhall Astra	80,070
7	Austin/MG Montego	62,660
8	Ford Orion	55,255
9	Austin/MG Maestro	51,465
10	Vauxhall Nova	48,465

Source: SMMT

Wembley fleet show growing

THE growing importance attached to professional fleet management can be gauged by the growth in popularity of the Fleet Motor Show at Wembley, which runs this year from March 18 to 12.

Now in its fifth year, the show fills not only Wembley's new exhibition hall but also takes in the rest of the Wembley complex. It will have a ride and drive test area plus a series of vehicle management seminars.

The major car and van manufacturers exhibit their complete range of fleet vehicles, and a comprehensive range of support services is also on offer: contract hire, leasing, finance, breakdown recovery, mobile communications, tyre distributors, computer control systems and auction groups.

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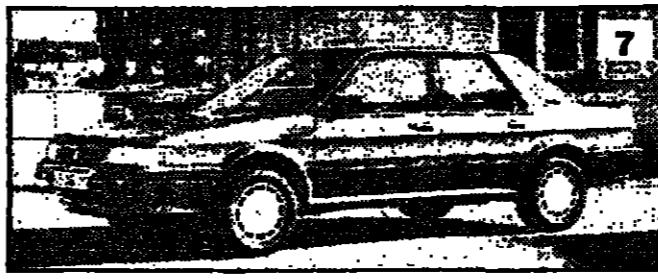
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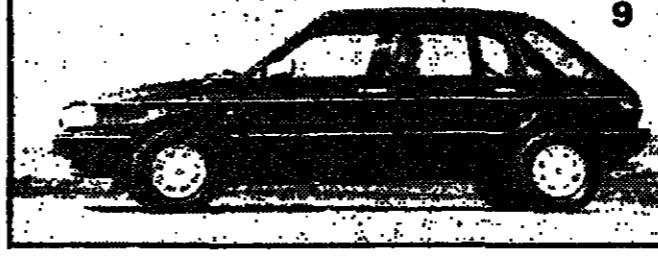
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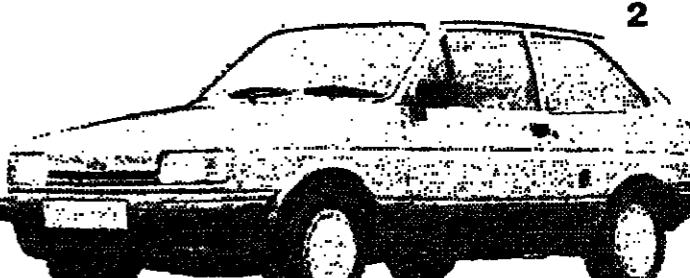
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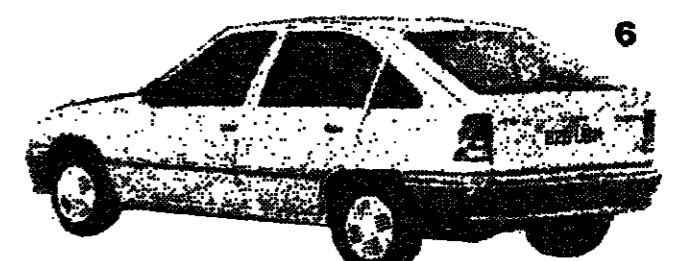
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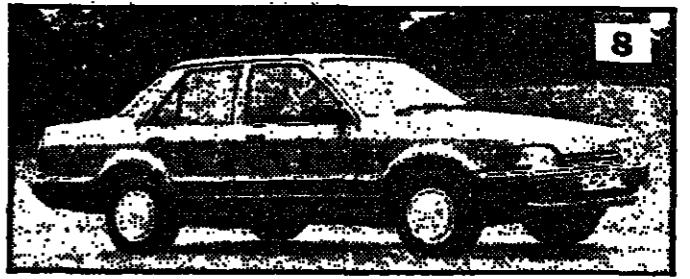
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Neil Rixon: road versus rail under constant review

Eric Gibbins

Emphasis on control

Continued from Page 15
customers' goods at the same time. The vehicles used vary according to requirements and availability.

In addition, BHS uses contract hire vans from Transfield and Charlhire to carry goods between stores and nearby stock rooms.

The two main commercial fleets, however, involve far more than a simple contract hire arrangement, says Mr Robertson. Christian Salvesen and TNT supply vehicles and drivers, provide a full maintenance service and replace the trucks when necessary, all in close consultation with BHS transport staff. Mr Robertson regards this liaison as crucial.

Each BHS store receives two daily deliveries—one of boxed goods and one of clothes. Each truck will cover about 75,000 miles a year. Under those conditions, the vehicles have to be replaced every three to five years.

TNT runs a wide range of commercial vehicles, but Christian Salvesen has opted for a Mercedes fleet. The Mercedes have beaten very stiff competition for their reliability.

Mr Robertson is reluctant to talk about cost figures but he is, however, confident that BHS has made the right choice. "We have a balanced system which is working very well indeed," he says.

"You can have a number of different depots or you can go

for one simple straightforward solution, a hub operation," Mr Robertson argues. "It may be more miles but it means better vehicle utilisation, better service and controls, by concentrating your volumes down single site."

The centre at Atherton also houses the BHS textile laboratory, which runs quality control tests, and a print operation producing some of the company's artwork. Altogether, about 200 people are employed there, three-quarters of transport, unloading and sorting goods as they arrive from the suppliers and preparing them for delivery to the stores.

When it comes to cost control, the BHS team again pools its knowledge with the contractors' expertise.

Mr Robertson is reluctant to talk about cost figures but he is, however, confident that BHS has made the right choice. "We have a balanced system which is working very well indeed," he says.

"You can have a number of different depots or you can go

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THE NEW PEUGEOT 309 DIESEL

THE LION GOES FROM STRENGTH TO STRENGTH.

Vehicle Fleet Management 18



Brian Mahony (left) with Keith Terry, used vehicle sales manager, and Richard Harper, group marketing director

Profile: Avis Car Leasing

Growing by 20 per cent a year

THE USE of a vehicle, and not necessarily its ownership, is the key to a company's successful fleet management, says Mr John Yarroll, managing director of Avis Car Leasing and it is this philosophy which has helped his organisation grow from one that managed 314 vehicles for customers in 1974 to currently more than 20,000.

Since 1982 when Mr Yarroll moved to Avis from Hertz, Avis Car Leasing's business has grown annually by 20 per cent. Today the organisation forms a major proportion of the Avis group of businesses.

Avis Car Leasing is a joint venture between Avis and Forward Trust, Midland Bank's finance house, after the two groups discovered a common interest in the market for vehicle leasing, contract hire and fleet management.

"It's a relationship that has worked exceedingly well," Mr Yarroll says. Avis, through its worldwide Rentacar division and leasing experience in other countries, and Forward Trust with its experience in providing fixed asset finance to commerce and industry, made an ideal combination.

The packages offered by Avis Car Leasing since it entered the market have undergone a number of changes. Fleet management was introduced, for example, in 1982 although the company has continued to major on full service contract hire.

Finance lease contracts are also now comparatively few in number. "They have been steadily reducing over the years and, with the implementation of Standard Statement of Accounting Practice this year, most of our customers have switched to contract hire," Mr Yarroll adds.

To cope with the increase in business, Avis Car Leasing has expanded its advanced computer system which has been developed completely in-house.

One of its major uses is an automated system for calculating sale and lease-back transactions.

Mr Yarroll explains: "The computer provides an almost immediate response, providing prospective lessees with the full range of contract hire benefits. This avoids the normal run-out period as they convert from ownership to contract hire."

The computer also monitors vehicle deliveries, keeps track of models, and stores delivery addresses and dates. Computer-driven vehicle invoicing, says Mr Yarroll, offers flexible bill-



Maurice Smith (left) operations manager, and Chris Gilbert, sales and marketing manager

Profile: Kenning Leaseline
Tailored exactly to need

MORE AND more commercial and industrial companies are putting their transport needs out to tender. Often the dilemma is between fleet management, in which the day-to-day control of running costs is maintained elsewhere, while the retain ownership of the vehicles, or non-owning contract hire at fixed rates.

Mr Mahony, operations director of Kenning Leaseline, an amalgam of Wadham Stringer and the Kenning Motor Group's interests since last June, says: "No one decides this lightly; too much is involved to do that."

The answer, says this former Ford and Austin Rover sales executive, depends on the particular needs of the company. Once these are established, a deal can be tailored precisely to what is needed.

"The position is that one in three of all company cars—about a million in total—are leased or run under a contract hire agreement. As well as the advantage of not tying up capital as outright purchase does, contract hire gives off-balance sheet financing."

But what about the appeal of fleet management? Customers often feel they don't want to miss out on the discounts available on buying new cars, especially in bulk purchases. Also they note with keen interest the buoyant prices in secondhand car disposals. With contract hire they feel they would miss out on both.

Mr Mahony says: "These are very fair points. They explain why fleet management has grown by more than 30 per cent over the past year. Many companies, especially the larger ones, like to keep control of their cars while farming out the day-to-day running control."

"I see fleet management as a transitional stage between ordinary ownership and full contract hire. Fleet management lets customers put their toes in the water to test the temperature."

Today's fleet management arrangements are tomorrow's contract hire deals, he believes. The buying clout of the con-

sultant companies hinges to a large extent on the new car franchises held by associated groups, for the best prices, but which is the competition in both contract hire and fleet management that every effort is made to give a good deal for any make of car.

Mr Mahony attaches great importance to the personal factor in fleet control. As a driver's guide issued by Kenning Leaseline stresses: "Care from the start is a fundamental investment in a well-maintained car which will, eventually, yield the best disposal price."

So the trend is to encourage the best response from drivers who are made aware of the keen watch which is kept on the running costs of the cars they use. This is where computer-run fuel consumption checks come in. The practice of checking individual cars regularly to compare consumption with the norm in similar operating conditions is a key factor in fleet management control.

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The Wadham Kenning Motors group has some 60 outlets countrywide covering 20 motor

franchises. This is the backup for Kenning Leaseline which specialises in vehicle leasing, straight purchase, sale and leaseback, fleet management, contract hire and a wide variety of support programmes.

Relief or temporary vehicles are arranged through Kenning Leaseline's Car Rental and other major operators. Kenning Leaseline recommends BP Supercharge as its recommended source since the system has more than 3,000 fuel outlets in the UK.

Everything in Kenning Leaseline is geared to bringing a healthy return, by using Wadham Kenning's national network for fleet disposals, for example. A high proportion of secondhand sales are made directly to retail buyers. Auctions are also used at the most advantageous times.

In the final reckoning the provision of helpful staff is regarded as an essential element, in Kenning Leaseline's approach to the business. No one dares to leave that out.

Geoffrey Hancock

Profile: Lex Vehicle Leasing

Strength of purchasing power

LEX VEHICLE LEASING is the largest contract hire company in the UK. It has been in contract hire for 20 years and since 1981 has built up its fleet total from 3,800 to almost 20,000. Last year it bought 9,850 new cars and maintains that its purchasing power gives it considerable clout in obtaining favourable discounts.

LVL's net profits for 1986 exceeded £2.8m and turnover topped £48m. This compares with profits of £2.7m and turnover of £38m for the previous year.

LVL is jointly owned by Lex Services Plc and Lombard North Central, a subsidiary of the National Westminster Bank. Since 1981 it has sustained an annual growth rate of 40 per cent. This has been achieved within the context of a 17 per cent growth rate for the contract hire industry as a whole.

Mr Stephen Dixon, managing director of LVL, expects a slowing down of the market's growth rate to 9 per cent, with this figure remaining constant for the foreseeable future. Nevertheless, it is his view that contract hire, still in its infancy in the UK, has tremendous potential for expansion. He points to the fact that 50 per cent of company cars in the US are run on a contract hire basis. The UK, he says, is lagging behind.

LVL says it has seen contract hire grow at the expense of both outright purchase and finance leasing. Changes in accounting procedures have meant that finance leasing—which must now appear on company balance sheets—has lost much of its appeal. Contract hire, which need not be shown among borrowings, has gained among this says LVL has been responsible for this shift from the former option to the latter.

The chief practical advantage to contract hire, argues LVL, is that it represents worry-free motoring for the end-user. With contract hire, one fixed monthly payment covers all expenses, with the exception of petrol and insurance. This enables companies to predict accurately their vehicle costs.

LVL stresses that its services are flexible and can be tailored to companies' individual needs. For example, a firm might sell its fleet to the contract hire company, thus obtaining an immediate injection of capital, and then hire the vehicles back using LVL's sale and leaseback programme.

The company maintains that its involvement in market research keeps it in close touch with the changing needs of the market. A recent study of the van hire market, conducted by Makrotest for LVL, confirmed a significant anomaly.

Only 5 per cent of company vans are contract hired, com-

pared with 18 per cent of cars and 20 per cent of heavy commercial vehicles. A new subsidiary company was set up last November to exploit the opportunity this represents.

LVL on Contracts is described by its parent company as the only specialist van contract hire firm in the UK. LVL says that vans tend to fall between two stools in the perceptions of industry. Being neither cars nor trucks, even contract hire companies themselves have been liable to misclassify the particular expenses incurred in running van fleets.

For example, vans are more durable than cars but require less storage space than trucks.

LVL aims to use the company's existing management expertise to help customers avoid common pitfalls such as running more vans than they require, thus making van contract hire an increasingly attractive alternative to ownership.

In the two months since the company launch, LVL has already seen the benefit of a spill-over effect from LVL, with the two companies complementing one another.

Last month LVL expanded its coverage of the UK by opening a new regional office in Coventry, mid-way between its offices in Bristol, Stockton, Newcastle and its larger bases in London and Manchester. In May it is due to open a new service centre in Ruislip which will operate alongside its Manchester workshops, carrying out pre-delivery inspections, servicing and maintaining the company's loan fleet—a back-up force of 450 vehicles.

British badges such as Austin,

Rover, Ford and Vauxhall still represent 85 per cent of LVL's fleet. Despite their success in the private car sector, Japanese

cars, which all have fewer than 10,000 miles on the clock, offer considerable savings to lessees. For example, the monthly rental on a new Ford Fiesta Popular Plus (based on two years and 40,000 miles) would be £174 while on a similar Econolease car the rental would be £129.

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Another scheme, Avis Econolease, offers customers the opportunity to lease a low mileage car instead of brand new.

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This year Avis Car Leasing announced what it described as a "re-launch", and will be introducing three new services.

One of the new facilities is Avis Assistance, a computer-controlled 24-hour breakdown service available to all Avis customers and closely allied with the maintenance programme.

Mr Ross Durkin, marketing development manager, says the aim of the service, which is able to pinpoint the area of a break-

Geoffrey Hancock

Strength of purchasing power



Stephen Dixon: believes there is tremendous potential for expansion

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Vehicle Fleet Management 19



David Scaife (left) and Roy Foster at the Manchester operations centre.

Mike Astor

Profile: Gelco International

Big expansion in demand

MR ROY FOSTER, managing director of Gelco International, describes the British market for vehicle fleet management as very buoyant. Gelco, he says, has experienced a big growth in demand for its services in the past four to five years.

The recession caused companies to take a hard look at their costs and many had opted to contract out specialised management services as a way of reducing their fixed costs and improving the profit margins on their products.

A growing number of companies now regard non-core activities such as fleet management as the preserve of outside specialists who can operate with greater cost-effectiveness. Where staff numbers have been pared down, outside services are also seen to shoulder an administrative burden which

would otherwise take up a disproportionate amount of management time.

Gelco is a subsidiary of the Minneapolis-based Gelco Corporation, one of the world's two largest fleet management companies. It has been in the UK for 14 years. From its Manchester headquarters, it has picked up an expanding list of large customers including NCR, IBM, Ladbrokes, Trust House Forte and Thorn EMI.

Its customers range from companies running a handful of vehicles right through to those with fleets of several thousand strong. At present it manages or leases a total of 30,000 vehicles and employs 150 people.

The company's strength lies in the breadth of services it offers its customers. These cover the full range of financing and man-

agement options, from contract hire and lease-back to fleet management with the customer maintaining full ownership.

Mr David Scaife, the company's marketing director, says this ensures that his salesforce listens to the customer's needs and offers an appropriate service. The ability to offer a wide range of services is considered increasingly important in an aggressive market place.

Gelco estimates a current growth rate of between 15 and 20 per cent in the contract hire market as a whole. It is seeing a particularly marked growth in demand for contract hire from companies with smaller fleets.

A purchase and lease-back arrangement has become increasingly popular for business with medium-sized fleets of between 20 and 75 vehicles. Users see this option as saving both money and administrative headaches. Gelco says it has seen up several millions of pounds in lease-back over the past year.

The company is seeing growing demand for more sophisticated services. While the primary reasons for using an outside specialist are financial, customers were asking for much more in terms of information.

One of Gelco's responses has been to develop a refined reporting system called GelcoLink. Monthly data, down-loaded from a mainframe computer onto a floppy disc, gives the customer quick and easy access to a detailed breakdown of costs, enabling comparisons to be made.

For example, a company could compare vehicle running costs between different divisions or compare the performance of different makes of vehicles.

Recent sizeable increases in motor insurance premiums—21 per cent in 1985 and 20 per cent in 1986—led Gelco to look at the source of the problem, the national accident rate, and this month it announced the launch

of a new service. This is seen as a natural adjunct to the accident claims management programme it has been running for three years.

The new preventative programme offers a one-day institute of Advanced Motoring course, with briefing in planned and defensive driving, to every driver in a fleet.

Gelco is also offering tapes, running through IAM driving procedures, as an extra. IAM courses have an impressive track record, says Gelco. One 45-strong fleet cut its accident costs from £15,000 to £2,000 per year by taking its employees basic IAM training.

Apart from the obvious financial considerations, training is also regarded as an integral part of employee welfare.

As employers make increasing use of the car as a high-status perk to attract top calibre staff, Gelco is experiencing an upturn in demand for the better quality fleet vehicles. This means a move from 1600L models to 1800GLs and two litre vehicles. Fleet cars divide into two broad categories—the essential vehicle and the compensation car.

It is the second group which is increasing most rapidly, says Mr Foster. Similarly, Gelco's purchase of non-British badges—such as Audi, BMW and Volkswagen—have risen by 16 per cent over the past three years, as firms allow their employees to choose outside the British list.

High-tech industries and companies offering financial services were taking a lead in this trend.

The growth in car phones and communication systems for fleet cars has begun, but Gelco expects a rapid acceleration in demand for these accessories in the coming year. It has chosen to install Unicar's car phones in its vehicles, after looking for the company which offered the best billing and monitoring package.

Alexandra Buxton

THE AUTOLEASE headquarters is in an office block which is easily missed on one of Birmingham's radial highways, the main A45, where cars and lorries hurry past to the burgeoning international airport, National Exhibition Centre and Coventry.

The block also houses the headquarters of its parent company, BSG International, a £350m a year industrial conglomerate whose interests range from the Bristol Street Motors Ford, Austin Rover, Vauxhall and Peugeot franchises, through Britax seat belts and accessories, to interests in car accessory makers overseas and vehicle leasing and fleet management.

Autolease was set up in 1959 to sell leasing when leasing was in its infancy and very different from today.

Deputy managing director Mr Trevor Jones recalls that the company started in the same year as the M1 motorway opened, heralding in an era of easy communications, and the start of a major move from rail towards road transport. That year the most popular salesman's car was the Ford Escort.

The early start makes Autolease one of the oldest organisations of its kind in Britain.

That, Mr Jones says, does not make getting business any easier in a cut-throat world where even the smallest of motor dealers is looking at leasing and contract hire as a way of squeezing extra income out of his business.

But, he says, it does help, especially when it comes to fighting for low prices, finance, and fleets scattered across the country.

Mr Jones' company accounts are buried in the BSG International balance sheet but he ranks Autolease among the top half dozen companies with a fleet of 12,000 cars and light commercials.

There is a lot at stake in a car, where even detail differences in specification can fine tune different staff grades in a company.

"People think more of their cars than their wives," Mr Jones says, and means it, drawing on 21 years in the business.

In this area the big fleet operators have become important to the manufacturers. And Autolease, like other groups apparently tied to the models in the parent company franchises, can and does deal in other marques. "We have to, because of the emotional importance of a car to many people."

But while specification and price are important at the start of a contract, the profits or losses come from guessing the residual value in four years' time.

"It's a game which sorts out the men from the boys," he says.

The most popular lease is the "balloon" where an agreed proportion of the capital cost is held back to be paid at the end of the contract. But that means guessing what is going to happen to prices in two to four years' time.

Maintenance costs are also down to informed guesswork though this is now helped by longer service intervals. The more complex technology of modern cars is a drawback—more complexity means higher service costs when it goes

Small contract hire operators can offer cheaper deals and, Mr Jones reckons, that could mean a difference of up to £40 a month. But their level of service depends on how they treat breakdowns and replacements.

Large operators like Autolease with its three regional offices have hundreds of garages all over the country to help stranded clients after a distress call.

Many small companies farm that out to the AA or the RAC, letting the customer take his chance along with the millions of other members of those organisations.

The cost of finance also depends on the strength of the leasing company.

Small organisations find it difficult to negotiate the lowest rates, he says, while Autolease has the rating of BSG International with money-raising either directly through the group or through outside sources.

He has 120 staff to administer the fleet, with up to 500 disposals a month and all the service and breakdown calls to deal with.

Mr Jones agrees with industry statistics which show that the majority of fleets, up to 70 per cent, are still owned and managed in-house.

That is where the market derives its 15 per cent annual growth rate as companies look hard at their costs and decide to change.

One of the biggest feathers in his cap came when British Alcan decided to move its 1,000-vehicle fleet to contract hire, but that took years of negotiation.

The company also offers other leasing and sale-leaseback systems, for those who want them.

Fleet management is also on offer, via videotex-based system into a central computer so fleet owners can have a cost-breakdown and control system which, for example, identifies leaden-footed drivers.

Mr Jones says: "Companies are looking hard at how they manage their fleets and realising the costs of having that department. To say nothing of the capital tied up in buying the fleet in the first place."

"What tax advantages there were to encourage contract hire have been removed, and nowadays it is down to simple cash flow."

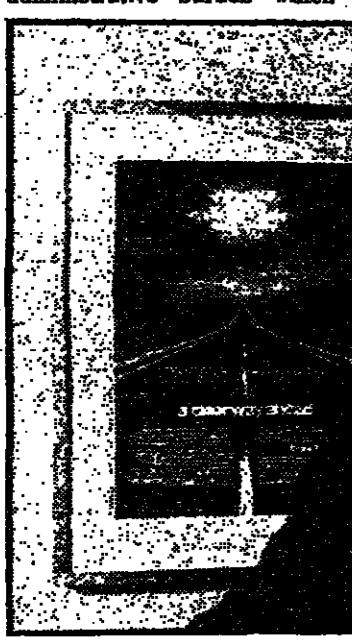
"There's a lot of guessing on vehicle fleet costs, and many companies cannot tell exactly what their fleets cost. Contract hire pins the cost down and makes it easier to manage."

Services like vehicle fleet management are an important tool in the marketing locker. But the biggest part of the market is the customer who hands over the fleet management lock, stock and barrel, and Mr Jones sees no end in sight to that customer."

Graham Sidwell

Profile: Autolease

Profits in residual values



Ian Buckley: taking away the maintenance risks.

Profile: Evans Halshaw Contracts

Service to the small user

MUSCLE POWER, or clout—whatever the name given to the strong presence needed to sustain contract hire and fleet management services for demanding business users—is not a role for the faint-hearted.

Midlands-based Evans Halshaw Contracts, part of motor retailer, the Evans Halshaw group, has achieved a 50 per cent increase in contract hire and fleet management deals in the past year and has recently introduced a Gold Card scheme which extends transport programming to professional and small business users, largely ignored hitherto by the contract hire industry.

"VAT on rentals has always been an obstacle to the private buyer and zero rate of VAT on rentals is an advantage," says Mr Ian Buckley, managing director of Evans Halshaw Contracts, explaining: "Fleet management needs are not like the apparent rigidity and a large number prefer to part exchange their vehicles when they wanted to change."

He explains: "Fleet management derives its income from the fees charged for each of the services provided and they will vary from, say, £5 to £15 per vehicle per month, depending on the precise nature of the services given."

Discounts obtained as a result of the group's purchasing power are shared with customers.

The company's system of control over maintenance/servicing expenditure, before the event, can also result in savings. "Our knowledge and experience in used vehicle marketing can result in customers getting higher prices than they would have obtained themselves," Mr Wallace claims.

Geoffrey Hancock



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The Bluebird, like all Nissans, has an unbeatable reputation for reliability, backed by our 100,000 mile/3 year mechanical warranty and 6 year anti-corrosion guarantee.

All of which should leave you with a rather warm feeling inside, and should leave our competitors feeling somewhat out in the cold.

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